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NOVEMBER, 1952

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

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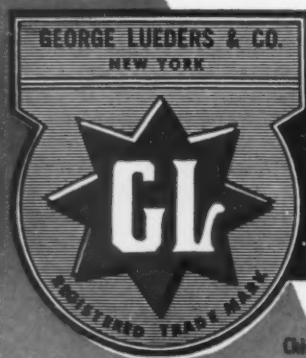
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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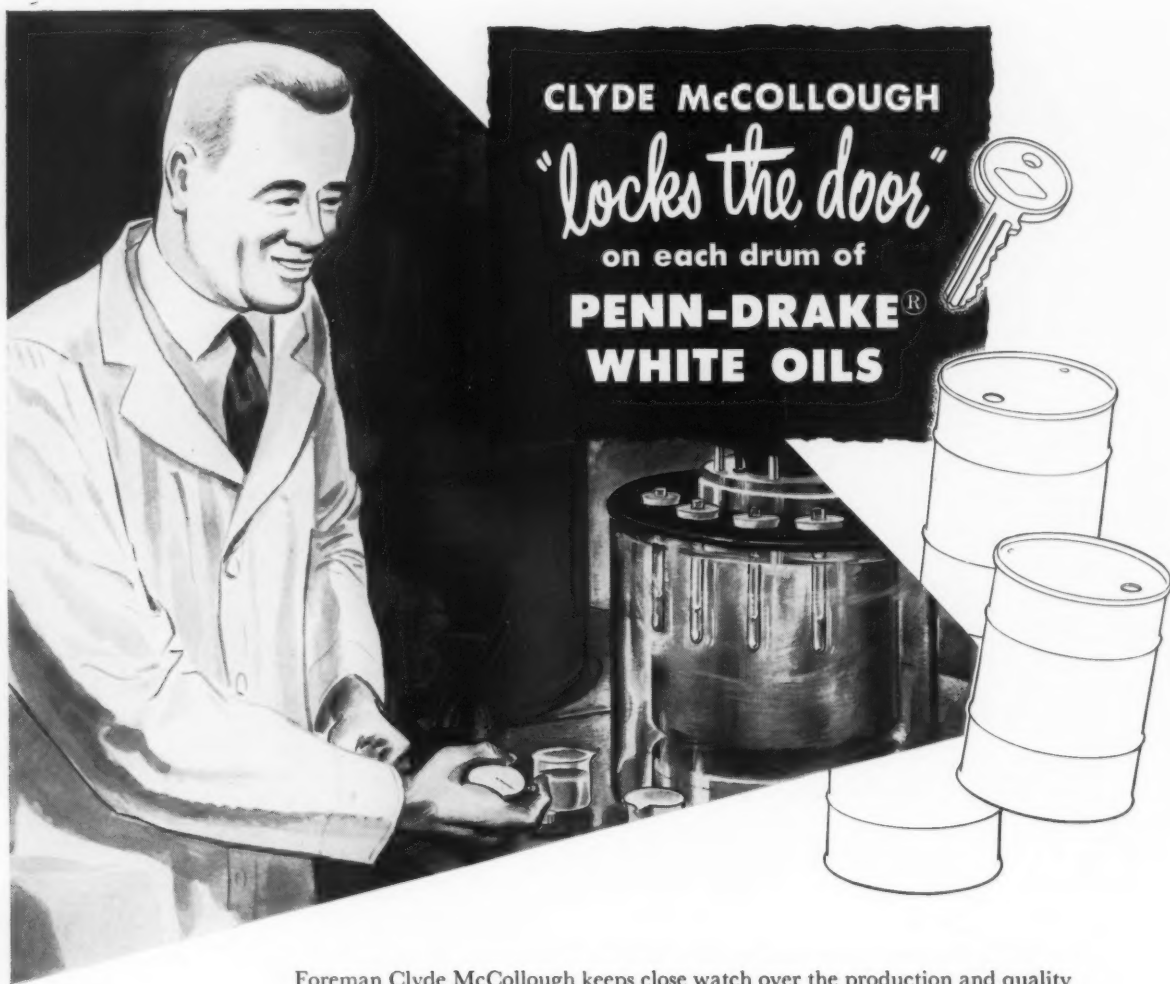
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Foreman Clyde McCollough keeps close watch over the production and quality control of Penn-Drake White Oils. He and the craftsmen working with him give particular attention to attaining the highest point of purity in the refining process.

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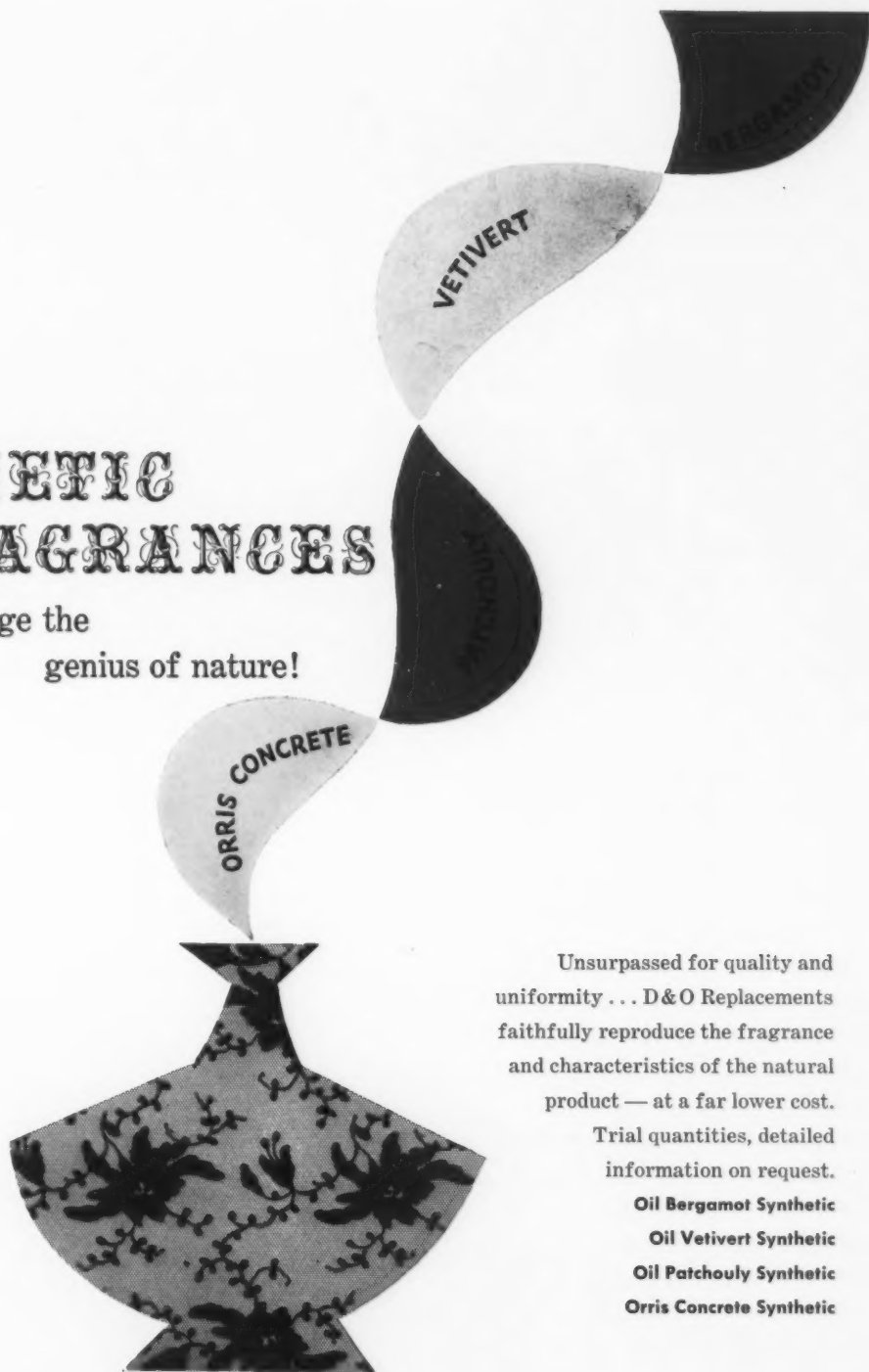
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TOP NOTES

by *Fritzsche*

Fritzsche Brothers, Inc.

Fritzsche Brothers, Inc.

A THOUGHT for the Month:
"Four things come not back:
The spoken word; the sped ar-
row; time past; the neglected
opportunity."
—OMAR IBN AL-HALIF

FLOWER of the Month

November—Chrysanthemum

December—Narcissus
or Holly

**MAYBE
YOU
KNOW
HIM . . .**



TO HOSTS of customers and friends throughout New England—he managed our Boston office for many years—and in the area served by our Chicago branch which he now heads, he's intimately known as PETE. But in his home town of Circleville, Ohio, the name recorded there is MIL-LARD JAMES NILES. Maybe that's why he now prefers just plain Pete. More than 20 years of selling F. B. products has helped to make Pete Niles the confident and exceptional salesman that he is, and rare, indeed, is the customer's problem for which his experienced background cannot provide a helpful answer. Surely, a good man to have around when perfume or flavor is the point in question. His major interests include three lovely women—his wife and two daughters; fishing, good books, and since June, a grandson whose middle name is Pete!

RECOMMENDATION

of the Month

FRITZBRO

**SYNTHETIC FLOWER OIL
NEROLI**

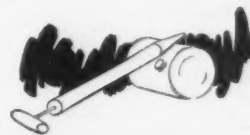
When price prohibits the use of true Oil Neroli, this tried and proven synthetic will provide a completely satisfying and reliable substitute. It possesses, along with tenacity and depth, the same beauty of fragrance and freshness so valued in the natural oil. It is particularly recommended for compositions in which only the finest natural extractions would ordinarily be used. Priced at \$1.70 for the trial ounce; \$25.00 for the pound.

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A series of powerful aromatic compounds designed to overcome objectionable odors . . . for home use, hospitals, restaurants, smoking rooms, theatres, institutions, industrial plants, etc. They are available in three forms—Concentrated Compounds, Water Soluble Compounds and Water Soluble Compounds with Chlorophyll Green.

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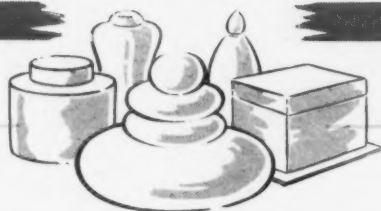
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Daphne	\$12.00 lb.	Wistaria	\$11.00 lb.
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FOR FOUNDATION CREAMS

Orange Blossom	\$14.00 lb.
Fresh Rose	\$11.00 lb.

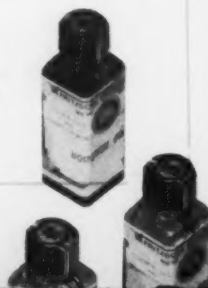
FOR LANOLIN and HORMONE CREAMS

Orange Flower	\$12.00 lb.
Glycine	\$13.00 lb.

FOR HAND CREAMS and LOTIONS

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• M E M O •

To: PHARMACEUTICAL AND PROPRIETARY MANUFACTURERS

From: FRITZSCHE BROTHERS, Inc.

Subject: CHOOSING THE RIGHT PHARMACEUTICAL FLAVOR

Today, before marketing any new product, most drug houses give serious consideration to its palatability.....and thus, to its flavor. It has been our privilege, as flavor specialists for more than 80 years, to work closely with many of these firms and in every case their final choice of flavor has involved all or most of the following considerations:

COMPATIBILITY - There must be harmony between the pharmaceutical ingredients and the flavor chosen to disguise the taste.

PALATABILITY - Since this is the end result desired, the more complete its achievement, the greater will be the product's acceptance by those with sensitive or finicky tastes.

SUITABILITY - This is where the expert's fine sense of discrimination plays an important part in providing the appropriate flavor for the particular product.

STABILITY - Avoidance of materials susceptible to change requires intimate, technical knowledge of all ingredients used in flavoring.

UNIFORMITY - Producers of reputable products cannot afford to employ flavorings that fail to maintain a high measure of uniformity.

QUALITY - This should be the basic characteristic of every pharmaceutical component - including flavor.

PRICE - So little flavor is needed to provide the palatability desired that price should be a consideration only to the extent that it produces the best available flavor for the purpose.

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by the Toilet Goods Association, Inc.*

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 THE BREADTH of their vision and the wisdom of their decision is evidenced by the strength and vigor of today's Toilet Goods Association. It is serving the industry well in an ever growing field of cooperative activities. It is doing many of the things which its members, large and small, could never have accomplished by their individual efforts. And it is constantly broadening the area of these constructive efforts.

 THE STRENGTH of our great industry depends not only upon the value of our products and their acceptance as true necessities by an ever growing public, but also upon how wisely and constructively we utilize and improve upon the firm bases of our past achievements. Here, pride in our solid foundations, a desire to improve our industrial structure, and our ambition to create a finer industry compel belief in an ever stronger Toilet Goods Association.



THE TOILET GOODS ASSOCIATION, INC.
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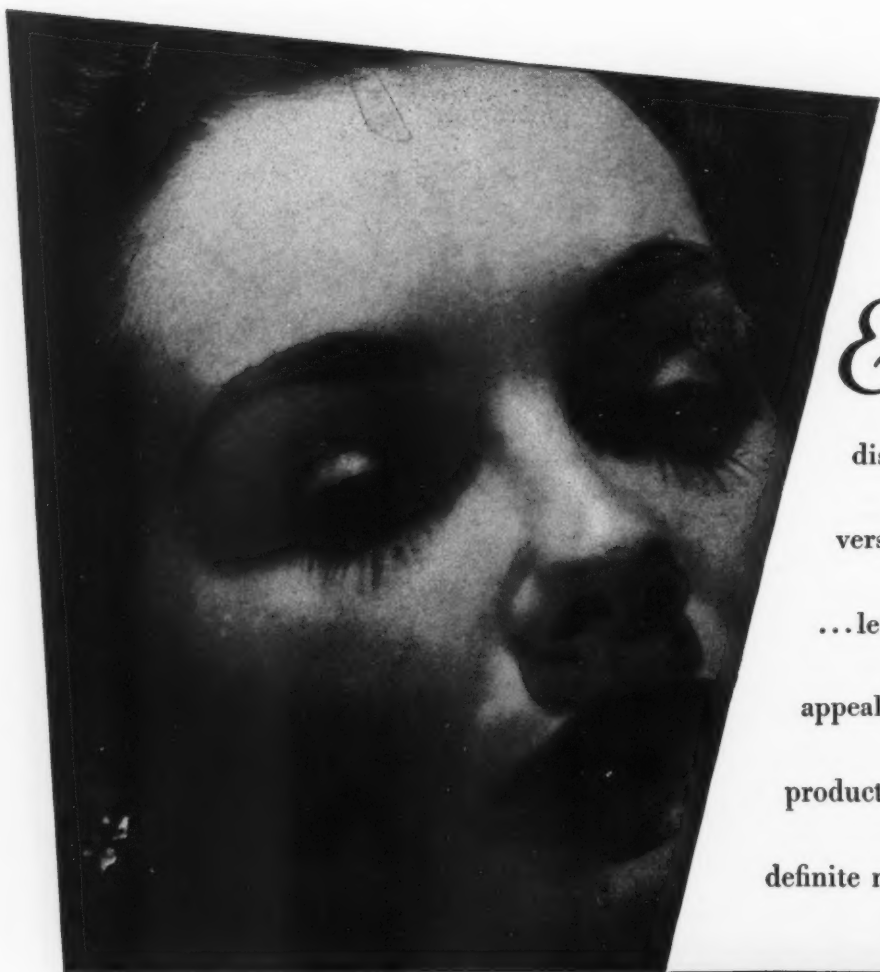
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MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

Desiderata

by MAISON G. DENAVARRE, F.A.I.C.



M. G. deNavarre at work in his laboratory

Nonionics vs. Antiseptics

Some time ago, this magazine carried a digest of an article by Mirimanoff on the interference between some nonionic wetting agents and certain preservatives.

This writer, continuing the same studies, has now published another article on the antagonism between nonionics and antiseptic wetting agents. Among the antiseptics used were an organic mercurial, hydroxyquinoline sulfate, G-4 and G-11. Tween 80 was the surface active agent used. Three different molds and bacteria were used in the tests. Tween 80 was antagonistic with G-4 and G-11. Therefore, it behooves users of these materials to test out such combinations more completely, for the tests reported are exceedingly limited and are made under laboratory conditions which may not prevail under regular manufacturing procedures.

Quince Seed Mucilage

If you have ever had to make quince seed mucilage you know what a mess it is. Probably you have wondered why someone hasn't extracted the seed and spray-dried the extract. Then all you would have to do is to dissolve so much of the dried extract and presto! A good, clear quince seed mucilage is made.

Well, it seems that one of the large crude drug houses, that also is a factor in quince seed, has done some work along this line, with some success. One of the problems is to get enough business on the item to warrant its manufacture.

So, all you quince seed users can do yourself a favor to get in touch with this supplier; tell him about

how much quince seed you use and get some samples of the extract to try out.

Tragacanth

When making mucilages or tragacanth, one should use the ribbon and not the powdered gum. The latter produces considerable aeration in some cases and results in a lowered viscosity of the gel in all cases.

The gum should be preserved by soaking in boiling water, and then allowed to stand overnight, to be strained, homogenized or colloid milled to uniformity after which it is ready for use.

You will find, too, that the viscosity of the resulting mucilage almost parallels the price paid for the gum; thus the finest ribbon produces the highest viscosity. Naturally the finest ribbon produces the least colored mucilage or gel.

Tragacanth mucilage thickens or increases in viscosity over a period of time, which must be taken into consideration. Acacia and in some cases Karaya gum are mixed with tragacanth.

Synthetic Gums

With the advent of the variety of either synthetic or purified natural gums (such as alginates or Irish moss extract), one sometimes gets the idea that changing from tragacanth or other natural gums is readily done. Nothing is farther from the truth.

In every case encountered, the procedure and often the formula had to be completely changed to accommodate the new gum.

Now this doesn't mean that the newer gums are not useful. It sim-

ply means that as you had to devise a formula around the old natural gum, so you will have to devise a formula around the new material. The point being made is that on the basis of say viscosity, you cannot make a change and expect satisfactory results. It takes more than that.

Lanolin Ester

A new and ingenious procedure esterifies isopropyl and lanolin alcohol with the acids of lanolin. The result is a golden amber liquid, with pleasant odor that is soluble in other oils and fats but not in glycols or water.

One can see from the versatility of such a material its many applications in skin, hair, and manicure preparations.

Thus a cleansing cream formula suggested by the supplier consists of 25 parts of these esters, 25 parts of mineral oil, 30 parts of petrolatum and 20 parts of paraffin (140°F), all melted together. This gives a non greasy liquefying cleanser.

New Shampoo Materials

The use of ethylene oxide condensates as surfactant is now well known. But not so well known is the line of propylene oxide condensates recently made available. They are broadly classified as polyoxyalkylenes; more specifically a polypropylene glycol, made by condensing propylene oxide, is further condensed with ethylene oxide to give both liquid and solid non-ionic surfactants.

Tests recently reported before



"NAARDEN" A CRÉÉ LES NARDÉNISÉES

N.V. CHEMISCHE FABRIEK "NAARDEN" - HOLLANDE

the Society of Cosmetic Chemists indicate these materials to be excellent bases for shampoos that clean, with a wide margin of safety from the toxicity point of view.

The materials are 100% active, completely non-ionic, commercially available, only faintly colored and readily soluble. They are worth investigating further.

Questions and Answers

976: Emulsified Liquid Makeup

Q. Will you please give me a formula for an emulsified liquid makeup? The product I have in mind is the same type as Touch & Glow, put out by Revlon, and Silk Tone, a product of Helena Rubinstein. I mention these two products so that you may more clearly understand the type of product I refer to. What I would like is a working formula for experimental purposes. I should also like to have formulas for a non-greasy cleansing cream and a non-greasy night cream, for oily skin. The cleansing cream should wash off with water much the same as soap and should be removable with water after an overnight application or shorter period of being on the face. I have deNavarre's book, *The Chemistry and Manufacture of Cosmetics*. Where may I obtain tin foil to use for lining cologne and perfume caps? Is a special grade or quality of tin foil used for this purpose?

H. J., New York

A. We cannot help but feel that you have some substantial requirements for help which are more than this department can give. Since, however, you have deNavarre's book on cosmetics, we suggest that you start with the formulas on Page 227 to work up water soluble cleansing and night creams. If the creams are not readily removed by tepid water you can increase the amount of triethanolmine a little. As regards a liquid makeup product similar to the ones you mentioned, we do not know the composition of these items but suggest the following simple basic formula which you can further elaborate:

Magnesium Aluminum Silicate	1½ to 5%
Water	65 to 85%
Zinc Oxide	15%
Propylene Glycol	15%
Preservative	qs
Color Lake	qs

The procedure is as follows: Add the silicate to the water under agi-

tation. Now sprinkle in the zinc oxide and color while mixing until smooth and dispersed. Dissolve the perfume and preservative in the propylene glycol and add slowly to the above mixture. The tint can be varied by adding additional coloring matter. Mill the final product. Your cap supplier can sell you caps that will have either aluminum or tin foil in the liner. See him.

977: Emulsion Base

Q. As a subscriber of many years, I would appreciate your assistance in a working formula of the following ingredients: Fatty acid and glycol esters, spermaceti, cetyl alcohol, propylene glycol and water. This preparation has a high sheen and is used as an emulsion base.

L. C. R., New Mexico

A. It is difficult to help you because you do not give us much information; however, supposing you start with the following:

Diglycol Stearate	10 parts
Stearic Acid	5 parts
Spermaceti	3 parts
Cetyl Alcohol	1 part
Propylene Glycol	10 parts
Water and Preservative to make	100 parts

Use self-emulsifying diglycol stearate and place all the ingredients in a kettle and bring to a temperature of about 75°C., then mix until cool.

978: Insect Repellent Stick

Q. We are interested in an insect repellent stick to be made along the lines of a stick cologne but with properties that will repel flies, ants, sand lice, chiggers, gnats and deer flies. It should give relief to bites even several days old. Can you recommend a formula for this?

M.F.C., Mass.

A. The only way we know of solidifying an insect repellent is to do so with wax. Insect repellent properties are not obtainable unless the repellent constitutes from two-thirds to three-fourths of the fin-

ished product. We can't see how the product will give relief to insect bites at all. In adding perfume to such a stick, keep in mind that many perfumes are attractants for insects and you may conceivably be nullifying your repellent properties by the addition of a fragrance. In solidifying your repellent you can use dimethylphthalate as the active ingredient and beeswax in a sufficient quantity to get the consistency desired. Offhand, we would say about 30% beeswax would be a good starter.

979: Incorporating Resin

Q. On several occasions the column "Desiderata" mentioned the use of rosin in a pomade for colored people. We have trouble getting it to melt and to introduce it in the melted petrolatum. Could you suggest any method of melting it and keeping it liquid so as to get it into the petrolatum? R.A.P., Indiana

A. Resin does not dissolve in petrolatum. A coupling agent that dissolves both resin and petrolatum is used. Such a coupling agent may be lanolin or beeswax.

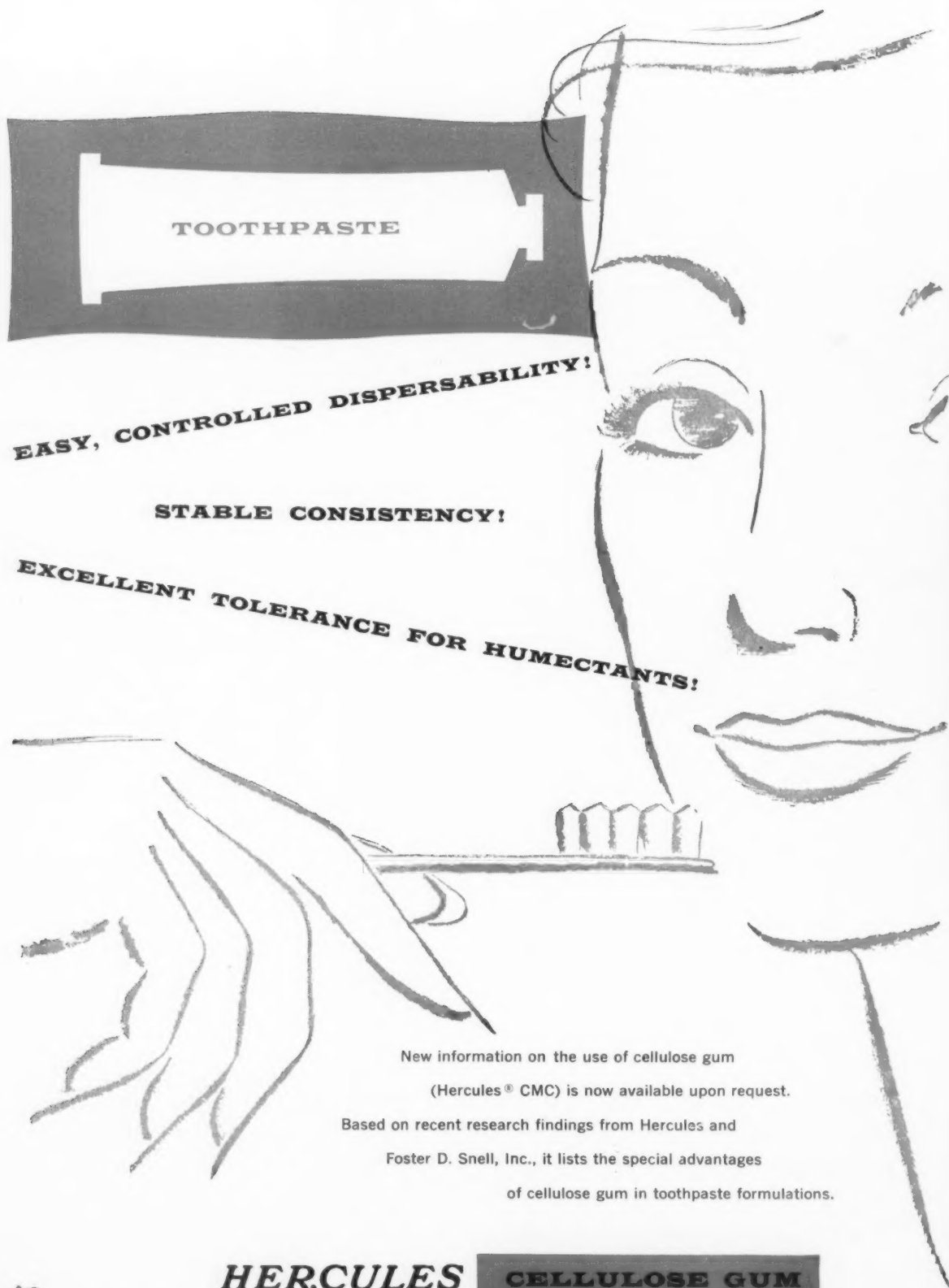
980: Massage Cream Formula

Q. We find ourselves in need of a formula for a rolling facial massage cream, such as is widely used in barber shops. Could you help us? G.S., Tenn.

A. The following formula for a massage cream is one that was in wide use many years ago, is taken from "Pharmaceutical Formulas."

skimmed milk	1 gal.
alum	1 oz.
boric acid	1 oz.
glycerin or propylene glycol	3 oz.
perfume	qs
(benzaldehyde	2 parts
oil Rose geranium	1 part)
carmine solution	qs

Heat milk to 150°F. Dissolve alum in 4 pints hot water. Add this to the milk slowly under agitation. Continue heating until precipitation is complete. Let stand and when cool, pour off clear liquid. Add one gal. water, mix well and let stand again. Pour off clear liquid, strain through cheesecloth. Squeeze out excess water. Place in pony mixer and add glycerin or glycol, followed by boric acid. Add carmine solution and perfume. Mix in well. Now add from 5 to 10% of a vanishing cream. Work in well. Let stand. If any water separates, pour off before filling.



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CM52-14



Emollient creams designed to penetrate into the true skin should be emulsified.

MISS FLORENCE E. WALL, A.M., F.A.I.C, in her admirable text, "The Principles and Practice of Beauty Culture," divides face creams into three main groups, each in accordance with its specialized function.¹ These groups are: cleansing creams, emollient creams and finishing creams. (By way of aside, the fact may be mentioned that she includes vanishing and foundation types of day cream, powder bases and other essentially decorative face creams in the third group.)

The term "emollient" implies something of a soft, softening and soothing character. It is probably the most satisfactory label for this large and important group of corrective cosmetics, in that it infers no definite nourishing property (as does the word "skinfood") and yet is not merely a too cautious understatement, as is the term "lubricating cream." Dr. E. G. McDonough, who has performed so many valuable services for the cosmetic industry, once rather ill-advisedly wrote that "these creams are nothing more than skin lubricants"—yet, in his very next sentence, he modified this observa-

Emollient Face Creams

Emollient creams considered as a composite group designed to be corrective and to some extent protective

F. V. WELLS, F.C.S.

tion out of all recognition by stating: "they are purposely added substitutes for the natural sebum."² Such a lubricant, if intelligently compounded, can of course be and do very much more, shall we say, than a layer of brilliantine or petrolatum.

It is, in fact, convenient to consider the emollient creams as a composite group, for they are all designed to be corrective and to some extent protective in character. They are nearly all of a fatty or semi-fatty type and have many points in common, whether they are intended to lubricate or "nourish" the skin or to act as a useful adjunct to massage. The question of nomenclature is a vexed one, because in certain countries, including the United States, it is not permissible to claim that face creams will feed or nourish the skin: alternatively, if it can be proved that such claims are well founded, the cream loses its status as a cosmetic and becomes, *ipso facto*, a drug. In countries where no such regulations exist, the terms skinfood and nourishing cream are still in current use. Emollient creams are sometimes designated as: skinfoods, nourishing creams, tissue creams, night creams, lubricating creams, etc. Also

in the same main group are massage, anti-wrinkle, hormone, rejuvenating and vitamin creams. One might also include bleaching and medicated creams, which are usually based on the same types of vehicle.

Many factors should enter into consideration when the chemist prepares to formulate an emollient cream. The type of emulsion is often of importance (i.e., whether O/W or W/O). What fatty materials are used, whether wetting agents are present: and the pH of the finished product; all these points should be considered in their relationship to the type and function of the proposed cream. The latter may be a "skinfood," hormone or bleach cream, intended to act in a specific manner, usually involving a degree of penetration, at the site of application: on the other hand, it may be a massage cream, designed simply to afford a suitable surface lubricant action.

Penetration Into the Skin

It is necessary, in the first place, to consider the path and degree of penetration of cosmetic materials into the skin. This is a subject that has received widespread attention during the past few decades. The conclusions arrived at by different investigators have provided ample material for controversy, but there is no doubt that the most recently published accounts show an increasingly high degree of agreement—at least, in so far as the main features of skin penetration, adsorption and absorption are concerned.

From the cosmetic chemist's point of view the biochemical characteristics of the skin may seem to be of relatively greater significance than its cytological and histological structure, but obviously all these characteristics are co-existent and mutually inter-dependent. The chemist will realise that he has to deal with a complex natural defence against the attack of external agents: he will visualize this defence system as consisting of (a) a surface skin lubricant, (b) a layer of highly keratinised material and (c) the so-called electrophysiologic barrier, as it was first called by Rein.

Considered as a unity, the skin is a complicated colloidal body—a protein gel rich in water and poor in fats. Its total water content goes as high as 7 per cent, with 27 per cent proteins, 2 per cent lipoids and about 0.5 per cent mineral matter. It is, however, remarkably non-uniform in structure, with a much dryer protein layer at the surface and a correspondingly moister and fattier series of layers beneath.

The first of the barriers to skin penetration is the fatty film frequently referred to as the skin's "acid mantle." This natural lubricant is hydrophilic in character, containing a high proportion of cholesterol and related sterol esters, and a variable amount of water. It normally exhibits a pH of 4 to 6, although this acidity is less marked in cases of psoriasis and eczema, etc. Among coloured peoples, the pH of the skin's surface film is said to be consistently higher. The next barrier is the dry, horny layer of the skin, which is somewhat hydrophobic and preferentially wetted by

fat rather than by water: it swells in the presence of alkali and is reduced by the action of depilatories. The intercellular fat and lipid decomposition products tend to prevent the direct infiltration of water. The third and most effective barrier, the electrophysiologic zone, has its upper limit in the lower part of the *stratum corneum*: its top cells are acidic, its middle cells neutral, and its lower cells alkaline. This electrically charged system is ideally adapted to prevent the penetration of water and most aqueous solutions of electrolytes.

The most satisfactory path for skin penetration appears to be through the hair follicle and sebaceous gland system; in other words, through the pilo-sebaceous apparatus, which itself pierces the skin through the otherwise impermeable, or virtually impermeable, barrier zone. To a lesser extent the sweat gland system also affords a path for aqueous vehicles and aqueous solutions of wetting agents.

Choice of penetrating agents has been adequately investigated and discussed by such writers as Schuster³, Valette⁴, Gattefossé⁵ and Ducommun⁶. It is generally agreed that liposolubility and wetting power are desirable factors for a preparation intended to be absorbed by the skin. Vasodilatation favours penetration. Emulsions of water and oil, with water as the external phase, are in general desirable vehicles. Certain medicaments have in themselves the property of facile penetration (e.g., salicylic acid, hormone substances, creosote, guaiacol, phenols generally, alkaloids)*.

Ducommun, who won the 1950 Fonds Golaz award for his study of excipients and their influence on penetration, found that all the excipients that he used with a continuous water phase were superior in action to the fatty excipients, with the notable exception of a Carbowax emulsion. He had particularly good results with a simple bentonite pomade and the B.P. Unguentum Emulsificans Aquosum (Lanette Wax SX type).

In contrast to the conventional belief of some years ago, it is not now considered that emulsions of the lanolin W/O type will penetrate farther than the top layer of the *stratum corneum* and the necks of the pilo-sebaceous canals. There is no deep penetration. Lanolin and its derivatives are nevertheless useful, in restricted proportions, as constituents of O/W emulsions.

Historical studies show that wetting agents vastly increase the penetrating properties of aqueous solutions and emulsions. Suitable preparations are not only absorbed and made available beneath the site of application: they also move upwards again towards the surface, the only unpenetrated zone being the so-called electrophysiologic barrier.

Dr. R. Renaux⁷ and others, who favour the theory of penetration through the entire skin surface as against more localised penetration through the pilo-sebaceous apparatus, recommend the use in absorbent cream bases of alkaline soap emulsifying agents such as triethanolamine stearate, etc., because these are both lipophilic and hydrophilic and are characterised by a mildly alkaline pH, which not only favours swelling and loosening of the keratinised cells, with consequent increased imbibition, but also ensures a higher isoelectric point than that of Rein's barrier, thus tending to break down the latter's resistance. The insistence by Renaux on the importance of wetting agents is a point

* This is a fact widely known and accepted, yet there seems to have been but little investigation, either theoretical or experimental, into the chemical or physical resemblances (if any) of these materials as a class, or of their actual mode and path of penetration. One is forcibly reminded of the importance of this aspect of the subject by the publication on anaphylaxis and allergy of Rocha e Silva (B.M.J., April 15, 1952), in which the author clearly ascribes penetration into the whole skin, as well as into pathologic mucosa, of an isotonic solution of trisodium citrate—a somewhat remarkable example of the penetration of an active agent in aqueous solution.

of view commonly held by most writers on this subject—and there is something to be said for a pH of 7.5 to 8 (for this may favour subsequent diffusion from the papillary level), even if one does not wholly subscribe to his general opinion in regard to the path of penetration.

A great deal of nonsense has been written about the "possibility" of local effects being produced in the skin by externally applied cosmetic preparations. There is not merely a possibility of such action taking place: It is amply manifest and has been proved time and time again. Hormone substances provide a very striking case in point. As Valette points out, pharmacodynamic action is a function of the concentration of active substance effected on the level of the receptor tissue, and a determined dose of a drug administered locally in the vicinity of such tissue will act more advantageously (so far as that tissue is concerned) than if it were introduced and spread throughout the entire organism. Fussganger has shown that only one-fiftieth the quantity of androgens is required to stimulate development in a capon's comb if it is applied locally in oily solution, as compared with the same substance intramuscularly injected into the capon's body. An oestrogenous salve rubbed into a shrunken female breast will frequently promote visible development of the side so treated. When one considers that the nutrition and regeneration of the skin and hair are very largely promoted in the skin itself, the importance of penetration and localised application in cosmetics (and especially in cosmetics intended to exert a remedial, restorative or nourishing effect) will be clearly apparent.

Pro-Penetrant Factors

What are the factors that favour penetration? Many tests have been made, starting with *in vitro* diffusion methods and proceeding to *in vivo*, post-mortem, and urine and blood analysis techniques. Probably the most ambitious histological studies were those made some years ago by Sulzberger and co-workers in the U.S.A. Similar techniques have been utilised by R. G. Harry⁹ in the U.K., Professor Coudert of Lyons, Professor Schneider of Tübingen, and several others. A still greater number of interesting, though perhaps less conclusive tests, have been undertaken by Ducommun, Laug *et alia*, by applying drugs in different salves and solutions and recording their rate of excretion in the urine. Much excellent work in assembling and analysing all this accumulated information has been carried out by Professor G. Valette of Paris, who emphasises the pro-penetrant properties of liposoluble substances and volatile oils, wetting agents, animal and vegetable oils (rather than solid fats) and water—the latter being of use only when in combination with members of the other groups.

Accepting the fact that maximum penetration takes place through the pilo-sebaceous organs, it will be noted that, at the base of the hair follicle, a single layer of non-keratinised germinal-type cells is covered only by sebum and desquamation products. The first obstacle encountered by any penetrant is thus the sebum (a water-in-oil fatty secretion). Obviously a liposoluble type of solvent should prove effective in overcoming this obstacle. As Valette points out, volatile solvents are easily absorbed, provided that their vapour tension

is not high enough to cause evaporation before penetration has been attained. He quotes benzene, alcohol and acetone as typical solvents, although the first-named is used only to a very limited extent in skin and hair lotions, and acetone only in non-penetrant nail

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varnishes. I would prefer to quote alcohol, the glycols and glycol ethers—and solutions of these in water. I am of the opinion that water is valuable not merely because it provokes slight swelling of the keratinised layers, but also because it favours dispersion of oils, etc., is a versatile, non-irritant vehicle and diluent for active agents generally, and probably plays a useful part in the breakdown of the sebaceous emulsion.

Next to organic solvents, we must mention the essential oils, and their defined constituents⁴. Monocyclic terpenes and their derivatives, eucalyptol, for instance, are found to be more penetrating than such solvents as benzene and acetone and less irritant to the skin. To obtain the same oestrogenic effect, it suffices, with eucalyptol as vehicle, to employ a dose of oestradiol equal to one-third or one-quarter of the dose required when alcohol is used as the solvent.

If the liposoluble volatile liquids appear, for the most part, capable of passing through the skin, does the same apply to the oils, greases and semi-solid substances that are habitually used as excipients for ointments? The classic works state that, while petroleum jelly does not penetrate and lard penetrates only slightly, lanolin is readily absorbed by the skin. This type of generalisation is not nowadays accepted. Even so, there is no doubt that many oils, fats, fatty acids, fatty esters and fatty alcohols are characterised by good penetrating properties.

Various other factors play a part in promoting skin penetration. The influence of pH and emulsion type may be considered. It is possible that Renaux is correct in his assumption that a slightly alkaline pH favours penetration, even if his theory of penetration is somewhat dubious. I have myself found that such a pH favours the penetrant action and effectiveness of a hair preparation—but it seems to me reasonable to assume that the pH of any such cosmetic must largely depend upon the type and nature of its different constituents. One must, for example, take into account the penetrant action of salicylic acid, a reducing agent which is either keratoplastic or keratolytic, according to the dosage employed. It may be safer, therefore, to assume that skin permeability is modified, or tends to be modified, not merely by applications to its surface of mildly alkaline preparations but by those that alter, one way

or another, its normal ionic status. Redox reactions, lipid solubility, wetting properties, and other factors must also be considered, as well as induced disturbances in the normal pH of the skin's fluids.

As for emulsion type, the general consensus of modern authoritative opinion is that oil-in-water emulsions are generally to be preferred to water-in-oil. Valette states: "These excipients are particularly suitable for percutaneous absorption, but it should be observed that the lipid phase alone is capable of penetrating the pilo-sebaceous organs." It would seem to be an added advantage to ensure that the lipid phase is finely dispersed in globules of relatively small size.

The view expressed by M. Lovat Hewitt⁸ in 1936, to the effect that "greasy type (W/O) creams are more readily absorbed than the vanishing (O/W) type" is no longer considered correct. The opinions expressed at the same epoch by Sedgwick and others must likewise be accepted with reserve. The passage of time has, however, tended to confirm the contemporary observations on the subject made by Dr. R. W. Marriott and the late R. M. Gattefossé. The italicised statement by Harry⁹ that "in emulsified creams the water appears to play no part in the absorption" is not supported by theoretical considerations or by experimental evidence. Polano in Holland, Rothemann in Germany, Ducommun in Switzerland, Valette and Perdigon in France, all reveal a preference for O/W bases for penetrating creams, as opposed to W/O emulsions. On the other hand, there is ample evidence that both W/O creams and water-free preparations are capable, in certain conditions, of effecting penetration. In an impressive series of experiments, Ducommun found that all the excipients with a continuous water phase (except a Carbowax 1540 emulsion) were more effective in promoting penetration than fatty excipients.

Taking all the available data into consideration, it would seem that emollient creams designed to penetrate into the true skin should be emulsified, preferably as finely dispersed O/W emulsions, and that they should contain a sufficiency of polar oils, organic solvents such as propylene glycol or lower m.w. polyethylene glycols, volatile oils, and possibly vasodilators. Similar penetrating lotions, colloidal solutions or liquid emulsions, may obviously be prepared on a basis of selected solvents and wetting agents (e.g., ethyl alcohol, propylene glycol, glycol ethers, eucalyptol, various terpenes, water, sodium alkyl sulphates, etc.). Pomades and salves, based solely on fats and oils, are not good vehicles for penetration, although their effectiveness may be improved by the presence of polar groups. A preponderance of mineral oil, petrolatum and paraffins generally is bound to impede penetration: when these substances are used, they should be adequately dispersed in an appropriate emulsion in which a sufficiency of agents favouring penetration is present.

It is important to note that many penetrants, especially if used in high proportions, tend to provoke erythema and other symptoms of dermatitis. The cosmetic chemist should not be misled by this enthusiasm for achieving maximum penetration into compounding preparations that will do the skin much more harm than good. It is far preferable, as an alternative, to err on the side of producing less active skin lubricants.

As Professor Valette has pointed out, the penetration

of any substance into and through the skin is conditioned, above all, by its physical properties: however penetrating a vehicle may be, it cannot entrain through the skin strata a non-penetrating active agent. The rate and degree of penetration of an absorbable substance can, however, be notably influenced by the nature of the vehicle.

Choice of Raw Materials

We have already referred to the utility of water as a raw material in this type of cream. Its economic, technical and aesthetic advantages need not be emphasised.

The relative penetrant properties of the normal fatty constituents of face creams and ointments is still the subject of a certain amount of speculation and controversy. Harry's excellent summary, based on his own experimental work⁹, is on the whole in remarkable agreement with reports of more recent investigations and with the views of Eller and Wolff, to the effect that animal fats and oils penetrate more effectively than vegetable ones and the latter more so than hydrocarbons. It seems to be generally considered that many of the essential oil and their constituents possess excellent penetrant properties (coupled in many cases with a propensity to imitate when used in quantities exceeding about 1 per cent). Good penetrant properties appear to be possessed by lard, lanolin, sperm oil, oleic acid, oleyl alcohol, and the so-called Vitamin F. Penetration has also been observed with avocado, arachis, castor, grape seed, olive and peach kernel oils, cocoa butter, beeswax and spermaceti. Lightly hydrogenated oils, cholesterol and lecithin, also exhibit a marked tendency to penetrate, but certain pharmacologists are inclined to doubt the wisdom of continually applying cholesterol to the skin.

There is evidence that some of the aliphatic alcohols (notably isoamyl to C₈) are well absorbed. Valette and Cavier, examining the aromatic series, found no penetration at all with benzyl, phenylethyl and cinnamic alcohols. Certain of the fatty esters show good penetrant properties.

Hydrocarbons do not penetrate. If maximum penetration or absorption is desired, it is reasonable to omit from one's formula all traces of mineral oil, petrolatum, paraffins and similar hydrophobic materials. The addition of polar bodies will of course improve their adhesion to the skin surface, but even so it cannot be disputed that the hydrocarbons simply provide a further barrier to deep penetration. They are nevertheless very useful and stable constituents of cleansing, massage and protective creams, oily make-up and skin lubricants, and in many other cosmetics in which the property of being absorbable is not required.

Wetting agents and organic solvents greatly favour penetration. Many cases of dermatitis are, in fact, provoked by the deep-seated action of materials in these groups. They should not, therefore, be chosen indiscriminately and any formulae containing them should be very carefully tested before being put on the market. The published information on wetting agents and their relative irritant properties is somewhat scanty, but many tests on experimental animals are now being undertaken in the U.S.A. Current data¹⁰ appears to indicate that commercial alkyl aryl sulphates are



The need for emollient creams with a reasonably high degree of penetration is indicated.

likely to prove the most irritant members of the anionic group, followed by sulphosuccinates, amine-fatty acid condensates, sodium alkyl sulphates and secondary alkyl sulphates, sulphonated castor oil, sulphated fatty alcohol amides and soap—in descending order. Of the non-ionic group, the only dangerous members appear to be the alkyl phenol ethers of polyethylene glycol. Although one series of tests showed sodium lauryl sulphate to be considerably more irritant than Castile soap, no information regarding the probably less irritant cetyl sulphate seems to be available. In fact, a good deal of work on this subject will have to be carried out before any really accurate assessments can be made. In the meantime, I suggest that chemists would do well to rely upon triethanolamine soaps, glycol and glyceryl stearates, etc., soaps in general, Lanette Wax SX (10 per cent sulphated cetyl/stearyl alcohols), polyglycol fatty esters and other proven cosmetic emulsifiers and wetting agents.

Of the organic and volatile solvent groups, the former may be represented by propylene glycol, glycol ethers and liquid polyglycols, while the second includes a number of materials specially recommended by Valette: eucalyptol, limonene, terpinolene, phellandrene, pinene, paracycmenene, menthene and menthane. While the latter group undoubtedly penetrate, they are mostly too strongly odorous (and possibly pro-irritant) to be used in any high proportion.

I conclude this section with a brief reference to the American "penetrasols," which were prepared with a view to facilitating the passage of topically applied

drugs through the intact skin. One consists of 15 parts of a wetting agent (sodium dioctyl sulphosuccinate), 10 parts of a hydrotropic vasodilatory agent (antipyrin) 15 parts of a solvent (xylene) and 60 parts of another solvent (propylene glycol). These products throw an interesting sidelight on the general problem of skin penetration, although both xylene and antipyrin are not particularly suitable for cosmetic use. It is, however, worth noting that vasodilators favour absorption by the skin, and that a vasodilatory effect may be obtained by including small proportions of camphor or of various essential oils and isolates, such as terpineol and so forth.

Formulation

Emollient creams of the more penetrating type may include the so-called skinfoods and nourishing creams, as well as rejuvenating, vitamin and hormone creams. In actual practice, the first two members of this group, as well as tissue creams, are not generally formulated with the idea of their accomplishing deep-seated penetration. Surface lubrication is all that is currently required of them. The same applies to night creams and massage creams. The group comprising medicated creams and salves are, on the other hand, usually expected to exert their action on the deeper layers of the skin or even to facilitate the absorption of their active constituents into the systemic circulation.

Recently acquired knowledge would seem to indicate the need for different types of emollient cream and skin conditioning lotion from those at present popular on the market—that is to say, in cases where a reasonably high degree of penetration is desired.

Readers interested in non-penetrant lubricating creams are advised to consider, in addition to the concluding formulae suggested below, those for conventional cleansing creams. On the other hand, certain day cream formulae are capable, if suitably modified, of giving excellent service as bases for more penetrant emollient creams.

The following formulae are in line with the requirements outlined in the preceding observations and may be modified as desired to suit individual requirements:

Emollient Cream 1

Cetyl/stearyl alcohols (10 per cent sulphated)	12.5 parts
Oleyl alcohol	1.0
Raisin seed oil	10.0
Propylene glycol	4.0
Cetyl alcohol	0.5
Perfume and preservative	q.s.
Water	72.0

If desired, part of the water may be replaced by camphor water. Lanolin (about 1 per cent) may also be included. The partially sulphated fatty alcohol emulsifier is of the B.P. Cera Emulsificans or, preferably, of the commercial Lanette Wax SX type. The method of manufacture is as given in a previous paper on this subject¹².

Emollient Cream 2

Cetyl-stearyl alcohols (10 per cent sulphated)	14 parts
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Beeswax, sun-bleached	3
Lanolin, anhydrous	1
Tea seed oil	10
Glycerin or sorbitol syrup	5
Perfume and preservative	q.s.
Water	67

Emollient Cream 3

Glyceryl monostearate (tech.)	15 parts
Sperm oil, refined	8
Beeswax	2
Glycerin	5
Perfume and preservative	q.s.
Water	70

The particular grade of glyceryl stearate used is that which contains a small addition of soap. The sperm oil referred to is a lightly hydrogenated oil of good odour (e.g., the grade known in Europe as Cetiol).

Emollient Cream 4

Triethanolamine	1.5 parts
Stearic acid	5.5
Glyceryl monostearate (tech.)	1.0
Cetyl alcohol	2.0
Sperm oil (refined)	6.0
Carbitol	6.0
Sodium lauryl sulphate	0.5
Perfume and preservative	0.5
Water	77.0

Mode of preparation: As for triethanolamine stearate Vanishing Creams. Lanolin and waxes may be incorporated to give a firmer cream.

Emollient Cream 5

Beeswax, white	10 parts
Vegetable oil (e.g., tea seed)	20
Lanolin, Anhydrous	3
Hardened vegetable oil	25
Sorbitan monostearate	5
Polyoxyalkylene sorbitan monostearate	2
Antioxidant and perfume	q.s.
Water	35

Formula slightly adapted from a standard U.S. source.²¹ The fifth item is Span 60 and the sixth Tween 60, both being known in the U.K. as Crills (Croda, Ltd.). The first six ingredients are carefully melted together and held at 70° C., while the water and antioxidant are brought to 72° C. (In some cases the latter would be incorporated in the fat batch.) The aqueous batch is added to the fat batch with initial rapid stirring, which is reduced to moderate agitation after emulsification has taken place. The perfume may be added in a few parts of Carbitol at 45° C. The emulsion, which sets to a firm off-white cream, is poured at 35° C.

Emollient Cream 6

Diglycol stearate	15.0 parts
Cetyl/stearyl alcohol	1.5
Isopropyl myristate	5.0
Propylene glycol	5.0
Vegetable oil (almond, etc.)	5.0
Lanolin, anhydrous	1.5
Hardened groundnut oil	4.0
Perfume and preservative	q.s.
Water	63.0

The diglycol stearate is a self-emulsifying grade of technical diethylene glycol monostearate.

Conventional face creams of the "skinfood" type are frequently based on lanolin or lanolin derivatives, either alone or in admixture with beeswax and borax. Their forerunners were cold creams and the so-called "toilet lanolins." Formulae for cold creams have been given elsewhere. The formulation of skinfoods (lubricating cream) and toilet lanolins is indicated below.

Lubricant Cream 1

Hard paraffin (wax)	14.0 parts
Petrolatum, white, long fibre	7.0
Beeswax, white	10.0
Absorption base	2.0
Cetyl/stearyl alcohol	1.0
Mineral oil ("polarised")	40.0
Borax	0.6
Perfume oil	0.4
Water	25.0

The absorption base may be laboratory-prepared by mixing intimately a melt of 2 parts wool wax alcohols, 3 parts diglycol stearate and 15 parts petrolatum, stirring until cold. The "polarised" mineral oil is prepared by similarly mixing 1 part wool wax alcohols, 2 parts pale oleic acid, 1 part benzyl benzoate and 6 parts light mineral oil: adding about 1 lb. to every 12 gallons of mineral oil used in the formula. Many modifications may be introduced into such a formula, including the use of 1 per cent of ozokerite and rearrangements in the lanolin: hydrocarbons ratio, as indicated in the next formula. In general, however, it is desirable to keep the lanolin content reasonably low, in order to improve texture and appearance. The water content of such creams should not normally exceed 25 per cent.

Lubricant Cream 2

Lanolin, anhydrous	17 parts
Mineral oil	12
Petrolatum, yellow	10
Vegetable oil	22
Hardened vegetable oil	12
Wool wax alcohols	1
Polyethylene glycol 400	3
Perfume and antioxidant	q.s.
Water	23

Lubricant Cream 3

Wool wax alcohols	6 parts
Petrolatum, white	10
Hardened vegetable oil	15
Cetyl alcohol	2
Isopropyl myristate	9
Vegetable oil	20
Glycerin	8
Perfume and antioxidant	q.s.
Water	30

Creams with a high lanolin content are inclined to be sticky in texture, of more or less pronounced odour, and giving a yellow surface discoloration on standing. If tinted, the discolouring effect is usually worse. The conjoint use of white petrolatum, non-discolouring

(Continued)

Cosmetic Odor Measurement

Scientific means of measuring the intensity of odors and the efficiency of deodorizing products . . . How odors are measured . . . Uses for osmometer on cosmetic industry

DR. LOUIS C. BARAIL*



THE recent investigations conducted on the deodorizing properties of chlorophyllins and similar products have aroused the interest of the cosmetic industry in scientific ways of measuring the intensity of odors and the efficiency of deodorizing products. More deodorizing products have been studied during the past few months than during the first 51 years of this century. Most of them contain as active ingredients various amounts of chlorophyll derivatives and the efficiency of the leading preparations in this field was determined by methods which we will describe in this paper.

Sense of Smell in Animals and Insects

A great many odors are perceived by the human nose, but a greater number are not detected by it. Many animals and insects are capable of detecting odors that fail to be perceived by humans. To cite only a few examples, dogs recognize for great lengths of time the body odors of their master and friends, whether human or canine. Pigs can detect truffles and other fungi buried several inches in the ground. Other animals and insects are very sensitive to odors of sweat, perfumes and chemicals, and such properties are used in the manufacture of pest repellents. Studies made of animals and insects seem to indicate that their olfactory sense is not influenced by important variables such as their health condition, whether they are tired or rested, changes in weather conditions, temperature or humidity, nor to strong and interfering odors.

Human Nose Subject to Variables

On the other hand, the human nose does not evaluate or classify the same odor in the same manner when the individual is in good or poor health, when he is tired or rested, before or after being in dry or humid atmosphere, in hot or cold temperature or when the odor is pure or associated or interfered with by other odors.

It was therefore necessary to build an apparatus which could assist the human nose in eliminating as many variables as possible, so that it would be possible for several trained persons to obtain the same numerical

reading on the intensity of a definite sample of odor. This can be achieved by the Barail osmometer which is not produced commercially. Other instruments built for the same purpose failed partially or completely when used to measure odors in a wide range of intensities.

Measuring Intensity of Odor

Using to measure the intensity of any and all kinds of odors instruments which permit the evaluation of only 3 or 4 intensities is as illogical as would be for instance measuring the speed of vehicles and means of transportation as follows: 0 to 250 mph; 250-500 mph; 500-750 mph; 750-1000 mph. In such a classification, it is obvious that the rickshaw, the bicycle, the horse and buggy, the automobile and the small airliner are all in the same category, at the bottom of the scale. On the other hand powerful jet and ultrasonic planes from a group of their own at the top of the scale. The ratio of speed between the 3 other categories is only 1 to 2 and 1 to 3 and between the first and the three others only 1 to 4. Yet, in the same category, the ratio horse and buggy to small airliner is about 1 to 25. This is the way intensities of odors are classified by most devices built for the measurement of all intensities of odors. Therefore they are definitely unreliable and consequently their use has no scientific base. This does not apply to one of these apparatus, the Fair and Welles osmoscope, provided it is used for the very purpose of its inception: the measurement of faint odors in water. When used for the measurement of such stronger odors as mouth, breath or perspiration odor, it is completely inadequate and the results so obtained can only be erroneous or misleading. As verified by many users, they are not reproducible.

Elimination of Variables

The Barail osmometer is the first instrument wherein the elimination of variables has been so perfected that the testing of an odor can be made by several trained technicians with variations of less than 5%. Some of the apparatus which were previously devised were too

* Consulting biochemist and toxicologist. Study presented to American Society of Perfumers.

simple to be accurate and their range too narrow. Other instruments which were more elaborate were too complicated to be practical: they contained too many gadgets, devices, lengthy tubing and metal parts which considerably reduced or modified the intensity and nature of the odor as soon as the sample was introduced into the apparatus. Furthermore, they did not eliminate the most important variables, so that no two individuals were able to obtain the same results when testing the same odors. The differences varied considerably, and the instruments were quickly abandoned and forgotten.

Necessary Conditions

In order to obtain accurate results in the measurement of odors, it is necessary that the instrument be of great reliability. As no way has yet been found to measure odors without using human olfactory nerves, such an instrument should enable anyone to obtain reproducible results, provided the following conditions are met:

1. the amount of air to be smelled should be measurable.
2. the air to be smelled should reach the nose of the technician under its own pressure. This pressure should be known and reproducible.
3. the air to be smelled should contain only the odor to be measured and should have no odor of its own. (no metal or rubber can be used)
4. the air should be clean prior to its being contaminated with the odor to be tested.
5. the moisture of the air to be tested should be known.
6. the range of odor intensities should be wide enough to permit the detection of small differences between given samples.
7. all tests should be made under the same reproducible conditions.

The precision of the Barail osmometer is such that, for the same specimen, trained technicians obtain readings that never vary more than 4 or 5%. This shows that by eliminating most variables, it is possible to reduce organoleptic errors to a minimum.

The osmometer is the only instrument built for the measurement of the intensity of odors with such a wide range that faint traces of odoriferous substances can be easily detected with it. It enables the operator to measure theoretically 300 intensities of odors. In usual practice however, fewer are used. Our most popular chart contains 49 odor threshold numbers, the determination of which can be made very easily by the average technician.

The osmometer is based on the air-dilution principle, using quantities of odor-free and odorous air, which are diluted and mixed in various concentrations. The dilution is performed under moderate pressure, which can be made to vary from one to 300 mm mercury. This pressure is necessary to move air through the instrument. Secondly, a stream of air which suddenly strikes the olfactory nerves will cause an immediate perception of odor if any is present without any individual effort from the part of the operator.

The instrument is connected to a source of compressed air and consists basically of a flow-meter, air-washer, a dehumidifier, a deodorizer, a pressure-gauge,

a removable sampling flask, a mixing flask and an outlet smeller.

Measurement of Odors

The odorous material is collected or placed in the sampling flask, and a measured volume of washed, moisture-free and odor-free air is forced through the specimen and into the mixing flask. This increases the pressure in the mixing flask and also dilutes the odorous vapors in a known proportion, depending on the volume of air forced through the specimen and upon the volume of air in the mixing flask. Additional fresh air is then introduced into the mixing flask via a separate connection which by-passes the sampling flask at a pressure (total pressure) which will be kept constant for all measurements.

If no odor is detected, when the air is released from the mixing flask, the experiment is repeated, this time with twice the volume of air forced through the sampling flask. The experiment is repeated until sufficient air has been pumped through the odorous specimen to produce the sensation of odor. The concentration at which the odor becomes just barely perceptible is called the threshold value. This threshold value can be expressed numerically and this numerical expression is called the "Odor Threshold Number" (OTN). The ratio between the total final pressure and the pressure increment caused by the odorous air results in the odor threshold number:

$$\text{Odor Threshold Number OTN} = \frac{\text{Total Pressure TP}}{\text{Odorous Increment Pressure OIP}}$$

The value of the average total pressure, which is 910 at sea level is obtained by adding the air pressure in the mixing flask which is at atmospheric pressure of 760 mm mercury to the increase in air pressure caused by the addition of volumes of air from odor-free and odorous sources. The median increase or median OIP is equal to 150 mm mercury. The odor threshold number gives the concentration of the odor in the air which will just barely cause the sensation of odor. For strongly odorous substances, this concentration will be low, and the OTN will be high. For weak odors it will be the opposite. The following classification of odor threshold numbers is used for the evaluation of results of odor measurements:

- 3.0 no odor reported as zero.
- 3.13 to 4.33 traces of odor.
- 4.55 to 5.87 very slight odor.
- 8.6 to 12.1 definite strong odor.
- 13.0 to 26.0 very strong and objectionable odor.
- 30.3 to 91.0 extremely strong odor.

The method can be best illustrated by an example. In comparing the deodorizing properties of two tooth pastes, the OTNs were determined as follows:

OTN original mouth odor: 13.0

OTN four hours after using tooth paste A: 0.

OTN four hours after using tooth paste B: 5.8.

The above results show that dentifrice A is a better deodorant of mouth odor after 4 hours than dentifrice B.

Study of Chlorophyllin Preparations

The deodorizing properties of chlorophyll derivatives were recently investigated in a great variety of products. The active ingredients were water-soluble or oil-soluble preparations such as sodium, magnesium

and/or copper chlorophyllins, all of them green in color, or other chlorophyll derivatives of various colors such as pale yellow, pink and grey-white.

The products themselves are well known: tooth pastes, mouth washes, lotions for the treatment of surgical or infected wounds, colognes, soaps, shampoos and many others.

The investigations are conducted with the osmometer either in vitro or in the field. Most of the time, in vitro studies precede field investigations. In vitro studies are conducted on carefully selected specific odors, and the odor threshold numbers are determined before and after using the preparation to be evaluated.

In the field, subjects of both sexes are selected for the type of odor and its desirable intensity. The experiments are always made as close as possible to normal conditions of use of the final product. A minimum of 50 subjects is necessary to obtain valuable results, and 100 is preferable. Osmometer readings are made before using the product and as often as necessary after using it: for instance, after 1, 2, 4, or more hours in tooth pastes, 5, 10, 24 and 36 hours in surgical aseptic or antiseptic solutions. Controls are always used.

The results obtained in these studies definitely indicate that chlorophyllins are very active in removing odors by contact, principally in surgical lotions, dentifrices, mouth washes, colognes, troaches and chewing gum. The efficiency of this local action increases with the amount of chlorophyllins used. It is slightly greater for water soluble preparations than for oil-soluble formulations. It is greater when the pH of the final product is close to neutral than when too high or too low, principally when too low.

Some chemicals seem to have an inhibiting action on chlorophyllins, such as strong acids. Some others have a catalytic or synergistic action. However our studies of these important chemical properties of chlorophyllins have not been completed yet.

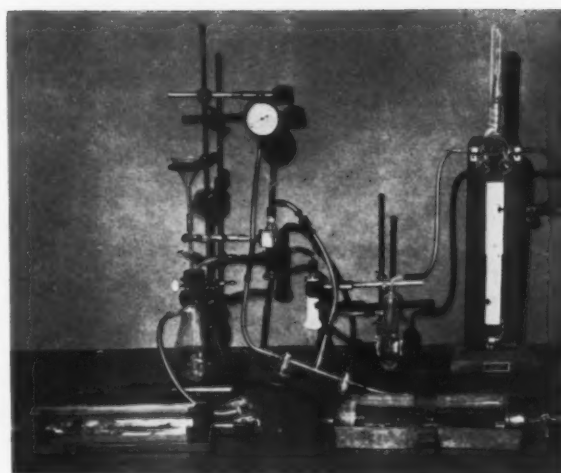
Other Uses of Osmometer

It is obvious that the industrial uses of the osmometer are numerous.

In many cases, the use of the osmometer replaces the old filter paper method for the evaluating of the strength of perfumes and cosmetic scents. It enables several people in the same organization to obtain the same results. It gives the results obtained in numerical figures that can be understood by anybody, and makes comparisons with other batches from the same manufacturer or with competitive brands easy and reproducible. Any odors present in cosmetics of any kind can be tested and measured immediately after manufacturing and also after various periods of aging and storage. Therefore, the manufacturers have at their disposal numerical data which can be kept for further reference and compared at any time. This is most valuable when comparison is involved with new and old formulas, more or less aged batches, or competitive brands of various strengths.

Such measurements make possible the study of mixtures of odors that often occur during the mixing or aging of various perfumes. Finally it is the only accurate method for measuring the fixative properties of musk and similar products.

All cosmetics can be tested with the osmometer, and



The Louis C. Barail Osmometer

the intensity of their odors measured. Among the solid cosmetics, we will mention mascara, face powders, lipstick, cake soaps, cake make-up, hemostatic cakes rouge and foot powders. Among the liquid preparations are kohl, eye lotions, face and hand lotions, shampoos, detergents, hair lacquers, hair dyes and bleaches, hair tonics, hair rinses, cold wave lotions, sun tan lotions, dentifrices, mouth washes, nail polishes, cuticle softeners, after or before shave lotions, and shaving creams. The tests are conducted on weighed samples of a size inversely proportional to the intensity of the odor. When essential oils and concentrate perfumes are concerned, only a small amount has to be used in the osmometer to obtain a quick determination of the odor threshold number. Scores of odor measurements made on cosmetics have established the fact that there are great differences between various samples and various similar products in the retained intensity of odor after various periods of shelf life. They have also established that such differences could not very well be found by other methods. This also applies to the retained odors of fixatives and the ratio of the perfume odor and fixative odor.

Packaging Materials

This short resume would not be complete if we would not mention the importance of odor measurements conducted on packaging materials used in the cosmetic industry. Odor measurements are fundamental because the protection of the packaging material should work two ways: first to prevent the loss of perfume from within, and second to prevent the contamination by odors from without. Cosmetic manufacturers realize the importance of the imperviousness to odors of packaging materials and of the retention of odors of these materials when precious odors are incorporated in cosmetics. This concerns paper board, cardboard and plastics whose stanchness is not always as good as desirable. Furthermore, the materials should not have an odor of their own which they could impart to the contents.

A man there was, and they called him mad; the more he gave, the more he had.—*Bunyan*



Promotion stunts can often obtain free newspaper publicity by riding in on a news event. Above, the circus comes to town and Cutex, with a new nail polish shade on its hands, cashes in on it.

Step by step from the birth of a product idea through its promotion



Just another counter display, but combined with cheesecake and backed by promotion mailing, it might make the newspaper. Poster on side of truck demonstrates good use of free advertising space.

John S. Hawley*

How to Launch

NEW PRODUCT introductions represent one of the greatest challenges to marketing men. Management is prone to think of the early stages in developing a new product as most important—the first review of the new product's fundamental considerations:

- 1 What contribution does the new product make?
- 2 What will the competitive situation be?
- 3 Will sales potential warrant costly product and manufacturing technique refinement?
- 4 Does it fit into present production picture?
- 5 Does it mesh with existing distribution structure?
- 6 Or, is it one of those rare products whose potential will warrant a completely separate organization?

With management convinced that profit possibilities exist, product and equipment development is authorized. Careful thought and planning has been given to the production aspects of the problem:

- 1 Adequacy of plant facilities
- 2 Development of equipment requirements
- 3 Assurance of adequate labor supply
- 4 Availability of raw material and components.
- 5 Pilot manufacturing success
- 6 Temporary production.

No doubt our very thorough management has availed itself of the services of a specialized organization for the purpose of developing market facts. A thorough study has brought to light facts regarding:

- 1 Desirable product characteristics.
- 2 Size and location of the market.
- 3 Distribution requirements.
- 4 Competition.

Probably every executive has dreamed of this day—a new product, born of research—an awaiting public, eager and clamoring for greater and greater production. At this point, he calls in his sales executive and says, "We're ready to go with the new product—now it's up to you." However, to produce the results management has counted on is a tremendous responsibility, requiring

* Marketing manager, Shakeproof Inc. Condensation of an address before the National Industrial Advertisers' Assn.

a New Product

a great deal of thought and effort—far more than most of us appreciate.

In reality, the sales department has undoubtedly worked closely on the market study and has built the foundation facts essential to a successful promotion:

1 A realistic sales goal has been established for the introductory period and for the future.

2 Primary targets have been isolated—the best industry prospects—the areas with highest concentration of potential.

3 Promotional alternatives have been carefully considered and evaluated.

4 The framework for the introduction has evolved in a broad general way.

The general framework for introducing a new product differs little from the promotion of an established product line—advertising, direct mail, exhibits, booklets, samples, and sales training all play an important part. For a new product, however, the sales force must be educated regarding product features and customer benefits and trained in presentation.

Basis for Promotion

The selection of the product's name first challenges the imagination. Legal departments shy away from terms which may be construed as generic. Geographical words provide little trade mark protection. Complicated descriptive phrases fail to meet the basic requirements of a good product name, which should be:

- 1 Short.
- 2 Easy to pronounce.
- 3 Readily associated with product.

Closely associated with the name is the establishment of the campaign theme—what product characteristics will be featured and what benefits accrue to the user. In the cosmetic market the appeals are limited, consisting primarily of variations of the basic appeals of better quality, improved performance, price, and more attractive appearance. In a new product, these appeals generally cannot be supported by factual case histories, so convincing to the buyer.

Two groups play important parts in the successful



A new product may gain acceptance by riding in on an accepted product. Above, Pond's combination offer has plenty of bargain pull. The twins in the publicity photo add sex and novelty appeal.

The preparation required for announcing and introducing a new product



Tying in with local institutions or scenes may pay. Above, models in costumes with colors of Garb-O-Beauty containers parade up and down New York's Fifth Avenue in horse-drawn carriages.

introduction of a new product—the selling organization and the potential buyers.

The sales organization may include company salesmen, agents, distributors, and dealers. In all cases a pre-introduction educational program is essential, with various degrees of completeness but incorporating parts of all of the following basic elements:

- 1 History of product development.
- 2 Outline of sales and promotional program.
- 3 Review of market data and identification of primary targets.
- 4 Practice sessions to develop complete familiarity with: a) Product feature; b) Advantages; c) Customer benefits; d) Effective use of sales presentation material.
- 5 Plan for follow-through by sales organization.

This phase of the program frequently determines the sales success of the promotion and therefore warrants detailed planning and execution.

Announcing the Product

D-Day has arrived. The product is to be announced to industry. How can complete, effective coverage of the market be assured?

Certainly a background of advertising is a prime requisite. Objectives and markets dictate the media.

Specific dealer customers must be spotted for direct approach. Most products follow the general pattern—100 accounts offer over 75 per cent of the sales potential. How can this important group of prospects be reached effectively?

In addition to direct sales solicitation, frequently limited to the lower buying levels, a spectacular approach is the solution. We can learn from the most successful of merchandisers, the automobile companies, the appliance manufacturers, and the radio and television concerns. They hold pre-vues, accompanied by mystery and glamor. Industrial products have borrowed these techniques to reach beyond normal sales contacts to pave the way for new product sales.

To assure direct contact with those individuals unreachable by either pre-vues or direct solicitation, and to keep the product before potential users, a hard hitting, high frequency direct mail campaign will do the job.

Coupled with each element in the program should be gimmicks to get the product into the prospect's hands. Not only at the pre-vues, in journals, and in direct mail, but also in direct solicitation, the use of studies is a most effective sales tool.

Magazines consider new products newsworthy. But this phase of the program requires detailed planning also. Write-ups with illustrations must be timed to hit the field sufficiently in advance of the promotion.

Now that the product has been introduced, the sales executive might think his job is complete. Unfortunately it has just begun. Original sales goals may have proven unrealistic. Perhaps orders have outstripped production, resulting in negative customer reaction. In any case, remember that continued sales emphasis will be needed to insure full capitalization on the first promotional effort.

A continued barrage of advertising, additional direct mailing, complete catalogs and booklets—all play a never-ending part in the follow-through program.

These elements, coupled with an effective incentive

program, whether it be tied into the basic compensation plan or whether it takes the form of a special contest, will insure the sustained support of the sales organization and distributors.

The success of a new product introduction can only be measured in terms of net profits accruing to the company—a matter generally of years, not months, of activity.

The introduction of a new product is a stupendous undertaking involving great risk and unbelievable effort—efforts that are well rewarded for those who succeed.

Emollient Face Creams

(Continued from page 346)

perfumes, etc., and 1 per cent or so of stearic acid, cetyl and stearyl alcohols, helps to improve the colour. On the other hand, there is a school of thought which holds that women actually prefer an off-white night cream, "skinfood" or other similar lubricant—and for that reason the use of yellow petrolatum is sometimes advocated, together with a trace (if desired) of oil-soluble chlorophyll. The trick of using chlorophyll to improve the colour shade is to employ it very sparingly—the exact quantity being determined by experiment.

Toilet Lanolin 1

Lanolin, anhydrous	80 parts
Almond oil	10
Glycerin	8
Perfume	2
Formula by W. A. Poucher. Note the absence of water in this old-style preparation. Another Poucher formula contains 9 per cent water.	

Toilet Lanolin 2

Lanolin, anhydrous	25 parts
Petroleum jelly, white	20
Zinc stearate	2
Mineral oil, light	20
Paraffin, hard	3
Spermaceti	5
Perfume and antioxidant	q.s.
Water	25

The stearates and oleates of polyvalent metals, and especially magnesium, zinc and calcium stearates, are sometimes used in lanolin and lanolin derivative creams as auxiliary emulsifying agents of the W/O type. Also of service in this respect is sorbitan sesquioleate. Magnesium sulphate (about 0.2 per cent) likewise favours the production of W/O creams of relatively high water content and good stability.

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Luster in Cosmetic Products



Various cosmetic products have different types of and different needs for luster.

LUSTER is a word for which there are many synonyms, each however having a slightly different connotation. One speaks of brilliance, iridescence, luminescence, shininess, gloss. All of these words connote shining with reflected light. It is as if the rays from the eyes, upon hitting the object seen, return to the eyes and to the mind.

Thus luster is a quality involving appearance, and it is complementary to the problem of the coloring of cosmetics. To have luster, a material must be compounded homogeneously, and the globules of an emulsion must be extremely fine.

Different Need for Luster

The various cosmetic products have different types of and need for luster, and for each product this function is accomplished in a different manner. Thus, luster is imparted to cleansing cream by the use of mineral oil, water, and beeswax or other waxes, all emulsified with borax (tetrasodium borate). Solid emulsions, such as night creams, are also made lustrous or shiny through the use of nonionic dispersants, sorbitol derivatives, or polyoxyethylene sorbitol, and higher fatty acids and solid waxes, such as beeswax and lanolin. Semiliquid cosmetic products, which are oil-in-water emulsions,

*Different types of and needs
for luster in cosmetics and
how they may be obtained*

STEFAN KARAS

obtain their luster when the water is in the outside phase. In both cases, a white milky lustrous cosmetic product is obtained wherever the globules of oil are small and well dispersed. The mechanical dispersion is a complementary act to surface-active ingredients. The smaller the globules, the higher is the gloss.

The modern method of dispersing immiscible ingredients is through the colloidal mill. The solid substances are melted and, in liquid form, are immediately cooled down from, for example, 70 to 80° C. to room temperature in a short period of time (a few hours). The dull effect will appear when the emulsification and consequent formulation of the ingredients are wrong.

For instance, if such semiliquid or solid products as carnauba and other waxes, whose melting points may be around 70 to 80° C., are in the formula, and if such waxes are in association with crystallizable waxes, as paraffins, or even amorphous waxes or spermaceti, which melts at 50° C., the sudden cooling of such a product will give a dull appearance to an emulsion.

This is because many coarse particles of the higher-melting wax (as carnauba) will separate from the paraffin or the spermaceti with which it is in association. In such a case, in order to obtain shiny, homogeneous and stable semiliquid emulsions, a plasticizer is necessary. This plasticizer might be an immiscible oil, as castor oil, or lanolin or its derivatives, or such a water-soluble substance as diethylene glycol, glycerol, carbitol, or the like.

The necessity of combining these ingredients is important not only because the product is suddenly solidified after being dispersed, but also because of shelf storage, when the temperature may change gradually from week to week, or suddenly from day to night. In



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DR. STEFAN KARAS, consultant, is the author of this fourth of a series of articles on primary functions of cosmetics.

such a case, dullness appears, especially in the creams or semiliquid lotions, the dullness being caused by crystallization in the product during softening and hardening with the changes in temperature.

When such a product has a variety of solid ingredients whose points of solidification may be far apart from one another, the preparation as a whole may tend to become "cheesy." The shininess will disappear and the oily substances go to the top of the jar or bottle, the solid materials (waxes) to the middle, and at the bottom the heaviest ingredients, by specific gravity, namely water and water-soluble constituents.

How the problem affects several important cosmetics will be illustrated below:

Lipstick

The shininess of the lipstick is accomplished, first, through the grinding of the colors in oils, preferably castor oil. Secondly, there must be an association between the amorphous type of waxes (such as beeswax and ozokerite) and the brittle waxes (such as carnauba) in order to obtain the high melting point necessary for the stick. There must be two types of shininess in each lipstick. There is the surface brilliance, visible when the top of the container is removed. This is accomplished through flaming, which is actually a process of sudden melting and sudden solidification by passing through the flame or by exposing to intense heat for a very brief time.

The second type of luster in the lipstick is its inside brilliance, apparent while the customer is using it; this is the glow that it imparts as a light-reflector while on the lips. This luster is accomplished through the use of waxes and oils. In the first instance, the shininess was responsible, because of waxes and oils; in the second instance, because of the oily part of the stick. Any grittiness, small as it may be, diminishes the luster, while the evenness of the film enhances it. Likewise, the smallest proportion of moisture in the cosmetic color causes coalescence of the globules inside the lipstick and causes dullness. This can also become visible on the outside of the lipstick, during its shelf-storage period.

Dullness of a lipstick may be a result of a formulation that is unable to withstand constant and severe changes of temperature. This phenomenon of change in appearance during temperature change, because of the expulsion of moisture, is known as sweating, and it is quite evident that sweating will not appear when moisture-free cosmetics are used, or when the water in the emul-

sion does not and cannot separate. In addition to the water present because of the colors, an unacceptable amount of moisture may also be present in the carnauba wax. This can be determined before the wax is used, and a high-quality moisture-free wax obtained.

Face Powder

Whereas most cosmetics are intended to impart shininess, face powder has as one of its purposes to diminish it. Therefore, the powder itself cannot be lustrous. To manufacture a powder which will neither be glossy nor impart gloss, the effect of the talcum must be overcome, as talc has a brilliance of its own. Among the materials that are dull in their total effect are kaolin, calcium carbonate, zinc and titanium oxides, and others. These materials not only counteract the slip of the talcum, but its gloss.

Lotions

Unlike the lipstick, which requires luster both on the product and on the body, and unlike face powder, which must be antagonistic to luster, lotions are in a unique position. They should be lustrous in the package, but not on the skin. A rich, golden-like appearance is imparted by the use of tint and brilliances, both functions to disappear when the product dries upon the skin. After application, no one cares for the lustrous appearance. In fact, just the opposite! The lotion should have a matte finish.

The lotion which contains a slight amount of polyoxyethylene stearate or cetyl alcohol as a solid substance will give the skin the desired matte finish. Moreover, this finish is important with products which are designed to "hold" the face powder; that is, the semiliquid or even the solid foundations without pigments. The effect on the skin when it is spread should be dull, inasmuch as luster, as with face powder, is again contrary to the wishes of the user.

Hair Products

The foremost purpose of the hair product (except for the shampoo and wave) is to achieve a shine on the hair. No one cares to have a shiny product in the container, as with the lotion; nor a dull product on the body, as with face powder. But a glossy finish to the hair is considered desirable by large parts of the population.

This is especially true in our times, when most of the hair preparations, home permanents, and others, regardless of the method of application, give a dull finish to the hair, taking away much of the "life" or the natural gloss. To counteract this, such products as brilliantines, lacquers, petroleum jellies, or sprays can achieve a brilliant appearance of the hair. Luster in such cases is obtained by the use of low-viscosity neutral oils which will separate or spread easily, and replace any natural glossiness or shininess that may have been lost by otherwise healthy hair. Such a product should ideally be made easily removable by shampoos, but should otherwise be waterproof.

Eye Products

Some eye products should have high luster, and others should not. Take, for instance, eye shadow. Luster is of paramount importance, but it should be avoided for mascara. Yet, some gloss is desirable in mascara while it is in the form of an emulsion, but when it dries on the lash it should become rather dull.

for greater dullness makes the lash more easily visible. This visibility of mascara is accomplished through the use of carbon black, completely free of any moisture and of any greasiness. By the use of adhesives and gums, drying as a lustrous film is avoided. Gums that accomplish this purpose include karaya, tragacanth, and others.

Eye shadow must have a high luster, and to enhance this quality a small amount of aluminum, in the form of a finely ground powder, is added to the oily substances which predominate in the eye shadow base.

Masks

The masks are a suspension of solid substances, bentonite or colloidal matter, gums, or methylated cellulose, and become lustrous through homogeneous absorption and the retention of water. The luster is also a desirable quality when the product dries on the skin. However, this is just a matter of momentary appearance, for although women tend to look at themselves in a mirror and do not relish the idea of the mask being ugly, the mask is considered a treatment to obtain an effect, rather than the effect itself. An appearance of medium luster is therefore desirable. When the mask is made with soluble starches, that appearance is less lustrous but still acceptable, provided that a small amount of water-insoluble color is added, but in a proportion insufficient to cause a staining of the skin.

Nail Polish

Last but not least in the story of luster is nail enamel, a product in which not only ordinary but actually high gloss is necessary. In fact, the predominant purpose of the nail enamel is to obtain this lustrous appearance on the nail. Fortunately, a cellulosic material, namely nitrocellulose and its plasticizers and solvents, impart this characteristic upon drying.

Often, a small amount of zinc or titanium oxide can be added to a nail polish formulation, in order to obtain the emulsion type of lacquer. The proportions should be kept to less than one per cent, and should be added in a finely ground form to the lacquer.

The cosmetic colors may prove to be antagonistic to the lustrous effects, certain lakes counteracting the gloss not only under ordinary conditions but particularly if the moisture content rises about two or three per cent. By correcting the moisture content and keeping it down to that level, this can be avoided. Otherwise, not only will glossiness be reduced, but the finish will, upon drying, show little "pimples" or spots, and the durability of the nail enamel is diminished.

Pay Rolls

PAY ROLLS are generally met with such promptness that the worker, who never seems to have enough money for the landlord or the grocer, imagines that the bank account of his employer must be of incredible proportions.

If the boss can pay out \$10,000 or \$20,000 or a half million every week then he can surely give everybody \$5 more each week without hurting himself. Such thoughts run through the minds of many who know nothing about business or economics.

Unfortunately the bank balances of more than half the business houses of this country scrape bottom every pay day.

Frequently money must be borrowed to meet the pay roll.

A slim margin separates the average company from success and failure.

The resistance of employers to wage increases is not dictated by cruel hearts, but by an actual fear that such increases would mean disaster. Sometimes the employers are proved wrong. They are able to offset the higher wages by higher prices which the public pays. But if the public refuses to pay and turns to substitutes then the workers, instead of better jobs, have no jobs at all. —William Feather.

Hardening of the heart ages people more quickly than hardening of the arteries.—Franklin Field

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

		1951	1950
January	\$11,547,853	\$12,255,363	\$ 9,836,052
February	14,338,420	12,867,842	11,654,681
March	7,248,879	8,534,569	6,811,063
April	8,218,865	5,746,348	6,985,099
May	9,174,622	9,293,461	8,316,993
June	8,253,649	8,622,275	8,136,742
July	9,357,443	8,901,311	7,965,373
August	8,849,488	10,252,706	9,671,335
September	8,523,241	7,698,854	7,542,472
October		9,365,932	7,900,314
November		8,916,488	8,159,612
December		8,974,245	7,781,091



"Why not attach a tiny buoy to each cake of our bath soap?"



NOVEMBER Sampler

196—ABSOLUTE MOUSSE

Strong, tenacious, uniform, modest cost—these qualities denote the moss extract so widely hailed by compounders and manufacturers alike.

1 lb.—\$10.00
4 oz. sample—\$4.00

P. ROBERTET, INC.

123 E. 23rd St., New York, N.Y.
N.Y. Office of P. Robertet & Cie, Grasse, France

197—ALDO 28

GLYCERYL MONO STEARATE

Aldo 28 is the self-emulsifying grade of glyceryl mono stearate. It is used as an oil-in-water emulsifying agent for creams, lotions and ointments in the cosmetic and pharmaceutical industries. Further information on request.

GLYCO PRODUCTS CO., INC.

26 Court St., Brooklyn 2, N. Y.

198—AMBER MUSK NOVILLE

Crystalline fixative, far more powerful than Musk Ambrette, with a rich natural amber odor. Lends warmth and distinction to perfumes, colognes, sachets. The sweet fruity scent, so much in vogue today, calls for Amber Musk Noville.

2 oz. sample—\$1.00
1 lb.—\$8.00

NOVILLE ESSENTIAL OIL COMPANY

127 Water Street, New York 5, N. Y.

199—AMBRETTE

Our Essence Absolute Ambrette Incolore 100% free of palmitic acid is without a peer in the fixatives available on today's market. Its intensity and power cannot be duplicated synthetically.

1 lb.—\$1200.00
1 oz. sample—\$75.00

P. ROBERTET, INC.

123 E. 23rd St., New York, N.Y.
N.Y. Office of P. Robertet & Cie, Grasse, France

200—AMERDEX

Powerful Bactericide, Germicidal, Antiseptic and Deodorant combined in one product. Kills surface bacteria upon contact. Compatible in most types cosmetics, sprays and pharmaceuticals. Odorless and colorless, non-toxic. Technical data available.

1 lb. sample—\$2.00

Price lower in larger quantities
FLEETWOOD PRODUCTS COMPANY
509 Fifth Ave. New York 17, N. Y.

NEW DUAL-USE COUPON

for
YOUR CONVENIENCE
for

1. Requesting Information or Literature
2. Ordering Samples

The handy coupon on the fourth page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for ordering Samples.

Technical Abstracts

Deodorants. Lowell B. Kilgore Chemicals, Inc. U.S. 2,544,093. Mar. 6, 1951. Methacrylates and some acrylates of the general formula $\text{CH}_2:\text{C}(\text{R})\text{COOR}$, where R is a H or a low-mol. alkyl radical and R is an alkyl radical of at least 8 c atoms, when in soln, in light mineral oil of medium boiling range and dispersed with a suitable aerosol (dichlorodifluoromethane) are effective as deodorants. The results are satisfactory when used in light concn. (0.5-20.0% by wt.) to react with and eliminate such odors as cabbage, garlic, onions, cigar smoke, etc.

Is the Use of Glycerol in Cosmetics Still Up-to-date? Helmut Fuhrer (Frankfurt am M., Ger.) Seifen-Ole-Fette-Wachse 77, 363-5 (1951). The replacement of glycerol in cosmetic preps, by sorbital soln. is recommended as this almost eliminates the loss of H_2O in 3 and 6 weeks; a no. of formulations are given.

Hair-Curling Product. Piero Mora. Ital. 458,943. Aug. 12, 1950. The following solns. are claimed not to develop bad odors or to damage the skin: (1) Na or K bisulfite 1, maleic acid 0.5, Na pyrosulfite 0.5, and distd. water 98%; (2) Na or K metabisulfite 2, maleic acid 0.5, NH_4Cl 0.5, and distd. water 95%; (3) Na or K hyposulfite 25, Na pyrosulfite 3, maleic acid 2, and distd. water 70%.

The Importance of the Silicones for Dermatology. M. Schoog (Univ. Köln, Ger.). Arzneimittel-Forsch. 1, 167-9 1951. Tests on 93 patients and 16 healthy people proved that in no case did silicone cause skin irritation. It, therefore, can have value as an ointment base.

Hair Dye Composition. Dirk J. Donker. Dutch 68,372. July 16, 1951. A mixt. is prepd. of 5-25% folia hennae, 10-50% of a sulfonate of an alc. derived from fats, and 0.5-10% of a basic org. dye with 2-4 amino groups made up to 100% with trisodium phosphate and sol. starch. E.g. Folia hennae 1.5 g., sulfonates of the alcs. derived from coconut oil and palmitic acid 3.2, Bismarck Brown 2, radix bardanae 0.8, Na_3PO_4 2.2, and sol. starch 2.4 g. is mixed with water to a paste; 9 g. of a nonalk. washing agent and 1 g. of borax may be added. The hair is colored uniformly red-brown with a silky gloss. C.A. 46, 7294.

201—BERGAMOT SYNTHETIC C.S.

An outstanding replacement for the natural oil. This low priced version is not only suited for perfumery and cosmetics but also highly recommended for use in soaps.

1 lb.—\$3.50

FINE AROMATICS, INC.

76-04 37th Rd., Jackson Heights 72, N.Y.

202—BOUQUET D'ORIENT No. 122

Oriental-type Perfume Oil Concentrate

Here is a new interpretation of a very popular type perfume. Bouquet d'Orient has a subtly sweet, oriental character that has wide and general appeal. Ideal for use in perfume, toilet water and stick cologne.

2 oz. sample \$2.50 1 lb. \$15.00

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street, New York 16, N.Y.

203—CHAMPAGNE ESSENCE NOVILLE

Used sparingly, it imparts a heady top-note to perfume compounds—an extra plus for consumer preference. Also gives to freshly made toilet waters and colognes a desirable "well aged" character.

1 oz. sample—\$1.50
1 lb.—\$22.00

NOVILLE ESSENTIAL OIL COMPANY

127 Water Street, New York 5, N.Y.

204—CHRYSAANTONE

A perfumer's specialty, useful in many types of compositions. Produces an herby spicy note of remarkable diffusive qualities and extreme persistence.

1 lb.—\$32.00

VAN AMERINGEN-HAEBLER, INC.

521 West 57th St., New York 19, N. Y.

205—CIVETIANE

A replacement for the absolute, safe for use in cosmetics; outlasts genuine Civet.

\$44.00 lb. 1 oz. sample \$3.00

PERFUMERY ASSOCIATES, INC.

135 Fifth Ave., New York 10, N.Y.



NOVEMBER

Sampler

206—CUMIN KETONE

A chemical of soft, rich floral aroma. Will improve any floral bouquet to which it is added. Try $\frac{1}{2}$ to 1% addition to your present perfume and note the before and after effect.

1 oz. sample—\$1.50

VERONA CHEMICAL COMPANY
26 Verona Ave., Newark 4, N.J.

207—CYPRENE

Chypre Perfume Oil Concentrate

This new concentrate embodies all the warmth and sweetness of the popular Chypre fragrance. It may be used with excellent results in a wide range of cosmetic items. Why not order a trial quantity!

2 oz. sample \$1.50 1 lb. \$9.50

AROMATIC PRODUCTS, INCORPORATED
15 East 30th Street, New York 16, N.Y.

208—FLORALIZER #12

A pure synthetic chemical which adds a neutral sweetness to compounds. Provides lift, freshness, roundness and possesses a stabilizing effect against polymerization. A useful extender for Ylang.

1 lb.—\$4.50

FINE CHEMICALS DIVISION OF
SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

209—FLORANGIA

Strikingly duplicates the exquisite aroma of the Neroli Orange Flower. Try it to better, reinforce and stabilize your "Cologne" notes.

1 lb.—\$17.50

ROURE-DUPONT, INC.
366 Madison Ave., New York 17, N. Y.

210—FLORASYNTH BOUQUET 1953

Newly developed Bouquet 1953 is the modern interpretation to a fresh modern scent . . . the search for the new and intriguing distinctly different . . . timed for successful products . . . all ways.

1 oz. Sample—\$2.00
1 lb.—\$30.00

FLORASYNTH LABORATORIES, INC.
1513-1533 Olmstead Ave., New York 61, N. Y.

211—GELSOL F

This specialty is recommended as the finest material with which to replace or extend Jasmine Absolute.

1 lb.—\$38.00

VAN AMERINGEN-HAEBLER, INC.
521 West 57th St., New York 19, N. Y.

Improving Coffee Flavor. Earl P. Haney, U.S. 2,588,922. March 11, 1952. Asafetida gum resin, 1 grain dild. with 4 grains edible gelatin is added per lb. of roasted coffee to fix and stabilize the flavor in storage. The volatile oil and flavor of the resin combines with the residual O in vacuum-packed coffee, with the result that strength and flavor is better preserved. In the amt. used the asafetida contributes no flavor of its own, but does, in combination with the gelatin, tend to "neutralize" the tannic acid in the brew, decrease the bitter and astringent taste of boiled coffee, and help to prevent curdling of the cream. The asafetida also prevents the rapid decompn. of the flavor of brewed coffee. The gum resin may also be packed separately to be added by the consumer. Chem. Abs. 46, 5746.

Aging of Mixed Aromatics. Chinichi Sato. Koryo (Aromatics) No. 14, 8-10 (1951). In a fresh prepn. of mixed aromatics, each constituent exists in a group of its own mols. Aging allows these mol. groups to break up so that each mol. of all the constituents becomes electrically combined. *Aromatics as viewed by the cosmetic chemists.* Hiroshi Uchiyama. Ibid. 11-13. Data are given for time required for onset of skin irritation by different concns. of hydroxycitronellal and 1% solns. of 12 other aromatics; and the effect of sun on 10% alc. solns. of various aromatics is detd. to illustrate 2 main difficulties met by the cosmetic chemist in the use of aromatics. *Aromatics for cream.* Shoji Takada. Ibid. 14-15. Special characteristics of anthranilic acid esters for the mixed aromatics, typical odors and usage of each ester, and the methods of prepn. of some of these esters are discussed. Chem. Abs. 45, No. 12, 5361, (1951).

Analysis of Face Powders. F. Atkins. *Perfumery Essent.* Oil Record 39, 350 (1948). Revised comments on the American method (McClellan, C.A. 37, 728) are given. It is suggested that a CO₂ detn. should be made to check the total CO₂ content, that perfume, moisture, and spirit-sol. dyes should be detd. by extn. with cold alc., and the residue extd. with hot benzene to det. metallic stearates. For the detn. of talc and kaolin the residue after acid extn. is heated at 600° for 1 hr., cooled, weighed, heated at 900° for 1 hr., and weighed again. Talc loses 4.5% of its wt. on heating from 600° to 900°, kaolin 0.04%, and TiO₂ none. From the available data the quantities of kaolin and talc can be calcd. B. A.

Fruit Whip. Donald K. Tressler. U. S. 2,588,307, Mar. 4, 1952. A dry powd. product for making fruit desserts by addn. of water is perpd. from: skim-milk powder 10, powd. gelatin 9.5, sugar 50, dehydrated fruit 30, and Irish moss ext. 0.51% by wt. The proportions of the ingredients may vary slightly.

212—GLYCERYL MONO STEARATE NF

Glyceryl Mono Stearate S-1272 is a new grade of glyceryl mono stearate which meets NF specifications. It is the soap-free (non-self-emulsifying) grade which can be modified with anionic or cationic agents for alkaline or acidic media. Of interest for deodorants. Further information on request.

GLYCO PRODUCTS CO., INC.
26 Court St., Brooklyn 2, N. Y.

213—HELIOCRETE "SCH. & CO."

All the natural Heliotrope fragrance without the disadvantages of Heliotropin. It is 10 times closer to Heliotrope fragrance and 4 times as strong as Heliotropin. Stable against alkali. Excellent as a fixative.

\$6.00 lb. in 7 lb. bottles
\$1.00 1 oz. sample

SCHIMMEL & CO., INC.
601 West 26th St., New York 1, N. Y.

214—HYDRO ROSE

An excellent Rose odor suitable for use in perfumes, lotions, creams, powders, soaps, etc.

1 lb.—\$3.75

ROURE-DUPONT, INC.
366 Madison Ave., New York 17, N. Y.

215—JONQUILLE

This new specialty is truly a Harbinger of Spring. In the hands of a Creative Perfumer, this unique note opens new Avenues toward Refreshing Original Perfume Creations.

1 lb.—\$45.00

ALBERT VERLEY & CO., INC.
Chicago, Ill. — New York, N. Y.

216—LIGNYL ACETATE

A pure chemical, stable and non-discoloring even in soaps. Provides the woody, lavender character useful in extending Linalyl Acetate. Valuable as an extender and modifier in Bergamot, Oak Moss, Patchouli and Vetivert types.

1 lb. — \$2.00

FINE CHEMICALS DIVISION OF
SHULTON, INC.
630 Fifth Ave., New York 20, N. Y.

217—MICROGEL

Water-soluble perfume extracts may be mixed in any proportion with water and alcohol without producing any turbidity.

10 different 1 oz. samples—\$5.00

SLUYS ROCKFORD, INC.
Rockford, Michigan

218—OIL OF BERGAMOT EXTRA SYNTHETIC

Any synthetic raw material can only be judged by the results it produces. We invite you to test this product in your compounds. It will faithfully reproduce the natural note you require.

1 lb.—\$4.60

BELMAY COMPANY

116 East 27th St., New York 16, N. Y.

219—OIL PATCHOULY SYNTHETIC #14

This low cost synthetic effectively replaces in part or in whole the natural oil. In soap bouquets it will replace part for part; in other formulations a blend of the synthetic plus from 10% to 20% Natural Oil is recommended.

1 oz. Sample—\$.25

Per Pound—\$3.00

DODGE AND OLCOTT, INC.

180 Varick St., New York 14, N. Y.

220—OIL SOLUBLE PERFUMES

which product no turbidity and need no filtering are very important for the production of hair oils, suntan oils, bath preparations, etc.

10 different 1 oz. samples—\$5.00

SLUYS ROCKFORD, INC.

Rockford, Mich.

221—OIL OF YLANG YLANG EXTRA SYNTHETIC

This product has been used and tested over a period of years. We have proven that it actually does the job in the compounds. In whole or in part, it is the perfect replacement and extender for the natural oil.

1 lb.—\$5.25

BELMAY COMPANY

116 East 27th St., New York 16, N. Y.

222—PERUVIOL

This pure, semi-crystalline extract from Balsam Peru possesses the sweet character necessary in floral perfumes. It has proven particularly advantageous in powders and creams.

1 lb.—\$10.00

4 oz. sample—\$4.00

P. ROBERTET, INC.

123 E. 23rd St., New York, N.Y.
N.Y. Office of P. Robertet & Cie, Grasse, France

223—POLAWAX

A versatile non-ionic emulsifying wax invaluable for making elegant and stable oil-in-water emulsions for all cosmetic and pharmaceutical purposes. A complete replacement for Cera Emulsificans or Lanette Wax.

1 lb. Sample—\$1.50

CRODA INC.

51 Madison Ave., New York, N. Y.

Hair-Dressing Composition. Theodore H. Rider and Solomon D. Gershon (to Lever Brothers Co.), U.S. 2,543,061. Feb. 27, 1951. This is a compn. contg. an oil phase (8% by wt.) and an aq. phase, which form a good emulsion upon slight agitation. The emulsion breaks after application to the hair so that both components reach the hair. An oil-sol. emulsifier, an antioxidant, tocopherol, and perfume are added to the oil, preferable olive oil, and this mist. is refined by shaking with H₂O phase (92% of the total wt.) contained EtOH 44, H₂O-sol antioxidant, Na bitartrate. The EtOH causes the compn. to dry more quickly, stimulates the scalp, and causes the emulsion to break faster than with an all H₂O aq. phase. Chem. Abs. 45, No. 12, 5372, (1951).

Solid Essential Oil Concentrate. Wm. C. Griffin (to Atlas Powder Co.) U.S. 2,566,410. Sept. 4, 1951. Essential oils (e.g. oil of peppermint, wintergreen, clove, lemon, orange, lime, cassia, and pine needle) are incorporated in dry molten sorbitol to form oil-in-sorbitol emulsions. When these emulsions are cooled solid sols. are formed contg. the dispersed essential oil. Polyoxyethylene ethers of long chain fatty acid monoesters of the hexitans and such agents as glycerol monostearate, polyoxyethylene stearate, polyoxyethylene ether of sorbitan monostearate, and distearate of polyoxyethylene ether of sorbitol can be used to increase the concn. of the oil phase. These compns. may be added to gelatin desserts, pudding mixes, cake mixes, dry ice-cream mixes, and other edible products. They may be used in cosmetics, e.g. bath perfumes, perfumed hair rinses, or in medicinal prepsns.

Concentrated Product for Preparing Alcoholic Champagne-like Beverages. Prodotti Cosimo. Ital. 447,213. April 6, 1949. To 50 parts white grape must, vacuum concd. to 35-36° Be., sugar 20, glucose 10, and tartaric or citric acid 5 parts are added and the mixt. is filtered. Then 40-50 parts 90% flavored EtOH is added. When the product is used it is dild. with some CO₂-contg. water. Chem. Abs. 45, No. 12, 5362 (1951).

Rosemary Oil. E. Brown, T. J. Coomes, and H. T. Islip. Ibid. 114-16.—The analytical consts. of a sample of rosemary oil from Tanganyika were. d_{15.5}^{15.5} 0.8980, (a)₂₀/D —4.06°, n₂₀/D 1.4699, acid value 1.2, ester value 18.9 (equiv. to esters as bornyl acetate 6.6% by wt.) ester value after acetylation 59.5 (equiv. to total alcs. as borneol 17.1% by wt.) free alcs. as borneol 11.7%, "apparent cineole content" 21.0%, sol. in 10 vols. of 80% (by vol.) ethanol at 15.5° with slight turbidity, sol. in 0.5 vol. of 90% ethanol at 15.5°. Similar data for com. specimens are tabulated, and com. evaluations are quoted. Chem. Abs. 46, 6332.

224—RESEDALIA

An Acetal; as true a base for Reseda Mignonette types as is Phenyl Ethyl Alcohol for Rose. Combined with the Ionones, it produces very interesting and different effects.

1 oz. sample—\$1.25

VERONA CHEMICAL COMPANY

26 Verona Ave., Newark 4, N.J.

225—ROSAM EXTRA

Created with the expressed design to replace in part or entirely the ever costlier Absolute ROSE de MAI. Unlike other Rose replacement specialties, ROSAM EXTRA does not dominate the entire composition. It is, instead, the perfect blender with unlimited scope.

1 lb.—\$25.00

ALBERT VERLEY & CO., INC.

Chicago, Ill. — New York, N. Y.

226—ROSE BULGAR #175-5

Otto of Rose cost today is definitely out of line and qualities offered are unreliable. Therefore it pays to use our high-quality Rose #175-5 a characteristic and powerful substitute, always uniform and reliable.

1 lb.—\$48.00

NEW YORK AROMATICS CORP.

Hightbridge, New Jersey

227—ROSEMEL

The outstanding synthetic Rose Absolute for use in fine perfumery. Rosemel possesses the deep rich tones of the natural flower absolute.

1 lb.—\$42.00

VAN AMERINGEN-HAEBLER, INC.

521 West 57th St., New York 19, N. Y.

228—ROSE SUPER #952

A rose compound, that will solve your problems for: CREAMS, MINERAL OIL, POWDERS, TOILET WATER, etc. Truly an excellent value.

1 lb.—\$3.75

FELTON CHEMICAL CO., INC.

599 Johnson Avenue, Brooklyn, N.Y.

229—VANITROPE

A new powerful and pure, vanilla-like flavor material, 16-25 times the strength of vanillin. Vanitrope will improve your vanilla flavor and will lower your cost. Vanitrope is a brand of propenyl guaiethol. Brochure available.

Price—\$27.00 lb.

**FINE CHEMICALS DIVISION OF
SHULTON, INC.**

630 Fifth Ave., New York 20, N. Y.

230—VERDURENE

has the green and characteristic note of newly sprouted plant stalks, together with the odor of damp warm earth rich with Humus and Leaf Mold—the first and immediate impression that one receives upon entering a hothouse.

1 oz. sample—\$2.25
1 lb.—\$34.00

FLEUROMA, INC.

38 West 21st St., New York 10, N.Y.

231—VIOLET 40-R-6000

An excellent reproduction of this odor type, ideal for use in creams, soaps and shampoos. A tenacious, flowery and full-bodied fragrance with the quick-rising character so necessary in these products.

1 oz. Sample—75¢
Per Pound—\$9.85

DODGE & OLCOTT, INC.

180 Varick St., New York 14, N.Y.

232—WATER-SOLUBLE PRESERVATIVE

Methyl Chemosept® Sodium is the only water soluble preservative of the Para-Hydroxybenzoate type. Goes into solution readily, protects emulsions and creams more effectively.

1 lb.—\$2.60

CHEMO PURO MFG. CORP.

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Essential Oils from Tanganyika.

Geranium Oil. E. Brown, H. T. Islip, F. Major, and W. S. A. Matthews. Colonial Plant and Animal Products (Brit.) 1,109-13 (1950). The analytical const. of 3 samples of geranium oil from Tanganyika were. $d_{15}^{15.5}$ 0.8944, 0.8939, 0.9079; (a) n_D^{20} 1.4631, 1.4660, 1.4740; acid value 7.4, 5.7, 6.0; ester value 84.3, 77.5, 69.6 (equiv. to esters as geranyl tiglate per cent by wt. 35.5, 32.6, 29.3); ester value after acetylation —, 220.6, 223.5 (equiv. to total alcs. as geranol by wt.—, 72.7, 73.8); soly. in 70% ethanol at 15.5° sol. in 313 vols., not sol. in 10 vols., similar data for com. specimens are tabulated for comparison, and com. valuations by distillers and perfumers are quoted.

Astringent, Antiperspirant. Thomas Govett and Mildred L. Almquist (to Reheis Co., Inc.). U.S. 2,571,030, Oct. 9, 1951. A double complex, Ca Al basic chloride, is an effective astringent and antiperspirant, while also less harmful to fabrics than Al basic chloride or $AlCl_3$. To 100 l. $AlCl_3$ soln (d 24Be) add 120 l. H_2A , and then 300 g. fine $CaCO_3$ at 80°. AlCa chloride is formed. To this, add 25, 150 g. of Al Powder. The violent exothermic reaction gives off H . Purify the product by filtration and dry. The at. ratio is 6Al:3Cl. The compd. contains 4 parts by wt. Ca to 100 parts Al. Formulas for antiperspirant creams are also given. Raymond Huber. Chem. Abs. 46, 2 (1952).

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1. NOVEMBER SAMPLER

INFORMATION REQUEST FORM

Please have further information and literature sent on items circled below.

196	203	210	217	224	231
197	204	211	218	225	232
198	205	212	219	226	233
199	206	213	220	227	234
200	207	214	221	228	
201	208	215	222	229	
202	209	216	223	230	

2. NOVEMBER SAMPLER

ORDER FORM

Please have samples sent as circled below.

196	203	210	217	224	231
197	204	211	218	225	232
198	205	212	219	226	233
199	206	213	220	227	234
200	207	214	221	228	
201	208	215	222	229	
202	209	216	223	230	

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There Will Always Be A Beauty Parlor

WITH the advent of the home permanent, sales of which have been running into the tens of millions of kits per year, many foresaw the death of the beauty shop. Such a prediction, whether gloomy or optimistic—depending entirely on the vantage point of the observer—did not seem at all far-fetched. Many a craftsman, many an industry, had disappeared as a result of new inventions, of technical and sociological changes, and in this way some felt (or feared) that the beauty parlor would soon become an anachronism, as alien to the contemporary scene as the cigar store Indian.

The "Decline" Seen through Statistical Data

In the August issue of the *American Perfumer*, mention was made of a study of this question, as reported by *Business Week*. That publication had stated that 60 per cent of the women who formerly visited beauty parlors regularly do all or some of their hair work at home. Furthermore, according to a survey conducted by the *Saturday Evening Post*, the number of once-a-week beauty shop customers declined, during the years 1949 to 1951, by more than one-third.

The beauty shop industry, however, tells a different story, which here deserves presentation. We have never been particularly impressed by the accuracy of surveys conducted by publications among their subscribers or readers. The total population studied is usually minute, highly prejudiced, and extremely atypical.

There has recently appeared the Fifth Annual Breck Survey, made among the audience of a national woman's magazine (unnamed), showing beauty shop attendance and products used in the care of the hair. Dated Spring 1952, this survey is issued by John H. Breck, Inc., of Springfield, Mass. The letter requesting information was sent to 5,000 people, of whom 1,946 replied. The response indicates that attendance at beauty shops during the last three months of 1951 was at a very high level, considerably ahead, percentage-wise, of 1948 and 1949, but slightly under the peak hit in 1951. Furthermore, the number of visits per person has also declined somewhat from 1950 to 1951, with two main reasons—home treatment of hair and cost of professional work—given for the non-attendance.

Even more significant is a study that appeared in the trade paper, *Modern Beauty Shop*, in its issue of June 1952. "Business in general is up," says MBS. "Volume in permanent waving and hair tinting (at the beauty shop) is up."

This is a study made among owners of small, medium and large beauty shops, located in villages, towns and large metropolitan areas.

According to the MBS study, 73 per cent of the shop owners declare that their total dollar volume for 1951 was up over the previous year, almost half of this figure finding the increase being ten per cent or more.

The correlation between that figure and the ones that follow is striking. Approximately 62 per cent found their dollar volume had increased in the permanent waving business, and 61 per cent in the hair tinting business. In fact, three out of every five beauty shops declared that at least 40 per cent of their total dollar volume came from the permanent wave. Finally, op-

timism pervades this field, for 72 per cent of the shop owners predicted that there would be further increase in dollar volume in 1952.

Incidentally, there is no contradiction between the Breck and the MBS figures, for Breck likewise showed 1951 as a peak year, but indicated a slight decline in 1952. MBS figures compare 1951 with 1950, and find that the beauty salon industry has increased its business, an increase substantiated by Breck. The important factor here is to establish a trend, and that trend seems unmistakably to be in the direction of more beauty shop attendance, more funds spent at the shop, when one charts the figures for the past five years.

Returning again to *Modern Beauty Shop*, the increased dollar volume was traced by its readers to ten factors, which we find worth quoting in full:

1. A return to beauty shops for service appointments of patrons who became discouraged with home-use products.
2. Style trends in short hair which require frequent professional care.
3. Professionalism in beauty shops brought about by a recognition of the importance of introducing new methods and equipment as service complements.
4. General acceptance of hair coloring as a fashion accessory and improvement in hair coloring methods to bring this service within the reach of the average beauty shop patron.
5. A more equitable schedule of service prices and increased productivity of operators.
6. Expansion and addition of improvements such as air conditioning which serve to stimulate business.
7. Advertising on radio, television and in newspapers by manufacturers of products used in beauty shops which has helped to increase interest in professional services.
8. A general recognition of the importance of public relations program by hairdressers' associations and shop owners.
9. Higher quality services brought about by thorough operator training programs. Also a recognition of the necessity to gear service techniques to meet the requirement of current fashion and beauty trends.
10. Increased factory employment for women, which results in larger budgets for beauty services.

In any discussion of the ten points mentioned above, one could not fail to point out that the proponents of these arguments have been as blind to the significant interrelationship between the home and salon products as have those who were ready to assign the beauty parlor to a place in limbo. Nowhere is there an indication that the upsurge of interest in the beauty parlor and its services may be due to success—not discouragement—with home-use products! If the beauty parlor is to live on the discouragement of the American woman with the home permanent, then it has a gloomy future. The beauty shop is capitalizing, and it must do so in the future, on the new and increased interest in waving that is being displayed by the American woman, and this means she will want both home and professional service.

The beauty parlor is here to stay—and so is the home permanent, and for all the seeming antagonism, the historians of the beauty industry may find that they were as mutually helpful as the moon and stars in throwing light upon the lonely seas.—Edward Sagarin



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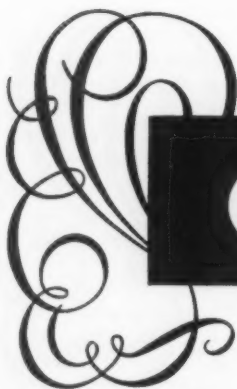
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WHAT THE RETAIL BUYERS REPORT

Mid-West Stores' Christmas Promotions Stress Bath Goods, Use Dramatic Displays

JEAN MOWAT

Chicago—Stores throughout the Middle West are planning dramatic display promotions to catch the eye of the Christmas shopper, and to boost impulse buying.

Packages, and units of such items as bath oil, soap, talc and body sachet are among the unusual combinations to be offered. Bath items will be heavily stressed because these are cleverly packaged in bottles, in "marbles of cellophane," or gay paper envelopes.

Hotel Sample Market

The average buyer spends considerable time in hotels and yet few of them ever find more than soap in the room. Here's a wide open market for soap in barrels, boxes, or cartons. These hotels and motels can also be sold envelopes of water softeners and of bubble bath. The latter, as a liquid, is marketed by Mary Sherman in a tiny plastic bottle that holds exactly the correct amount for two baths. Such an installation in a swanky hotel bathroom will increase the prestige of the hostelry and create new over-the-counter customers.

You may argue, of course, that packing of samples is expensive, and that shipment of these is equally so. Yet it is through samples that sales are made. Parfums Ciro, Inc. turned slow moving perfumes into best sellers, to rival the finest in the line, all because of samples. Hein's of Waukegan, Ill., included a match-stick perfume size sampler of a new fragrance and in a matter of hours after the women received their bills for the month—it was a bill stuffer theme—the stock was sold. Yes, women do like samples.

On Promoting Lotions

One hears a great deal about treatment creams and how to apply and use them, but little attention has been devoted to lotions. Cold

weather makes a body lotion imperative north of the Mason-Dixon line (sun-tan creams and lotion might well be offered in the South), but few sales have been made, and few have been pushed as a cold weather item. The major selling has centered around hand care. Yet open-heeled shoes and 15-denier 60-gauge hose opens a new territory for cosmetics, if such products are promoted for use on chapped legs and wind-roughened heels that wear out a stocking with jet-speed.

True, these items may be found on the counter, but in the mass and mess of detail work part of the indifferent selling may be due to lack of information. After all, a customer wants to know for what and why she is spending her money, and how it will enhance her comfort and beauty. Few women have the facility to know all details for the 50,000 items that a store generally stocks in cosmetics, just to do a day-to-day business; display is imperative, it need hardly be said.

"What has to be done to sell perfumes is obvious," said a salesman for a leading house, "teach the women how to use them." The public doesn't have the foggiest notion of how to use perfume. The saleswoman cannot stop to give a lesson, the buyer is not too well informed on how to instruct to secure repeat business. There are rare instances where a buyer who knows that there is profit, volume, and repeat business in perfume, makes this her major business and takes the matter of instruction into her own hands. And the result? The salesmen say: "Now if others just did the same teaching, we would all be riding in Rolls-Royces."

That Old-Fashioned Smell

Fashion has turned back the calendar 100 years and we are in the new era of style and fads of the Elizabethans. Fragrances sell accordingly. There is geranium (a

West coast trade finds night openings increase sales volume, change buying patterns.

Hotels a promising outlet for bulk and sample size toiletries, particularly bath goods.

Trend seen towards personalized cosmetics, such as made-to-order foundations and powders.

soap promotion last summer cleared stocks for this year), there is mignonette (a new fragrance to this current generation), larkspur, stock, spicy pink, carnation, and lavender (in fragrance!) for talc, bubble bath, body sachet and after bath freshener. And calls for violet and narcissus are on the up-swing.

Women have probably grown tired of the sophisticated names and fragrances and, like their bonnets, find a refreshing newness in these perfumes.

As to their packaging, milk glass is moving in so rapidly that plastic may be relegated to the uses it serves best: travel and squeeze bottles. In antique molds, these are not just ordinary jars for treatment line items. They are smart "pots" of cream which can be truly decorative and serve many purposes in the home following use.

Buyers are aware of the potentialities of personalized cosmetics, and are searching the market for such items as mixed-to-order foundation bases and powders, to suit individual skin textures.

Hospital Has Traveling Beauty Shop for Bedside Use

Wesley Memorial Hospital, Chicago, has a mobile beauty shop with shampoos, facials, home permanents, manicures, etc. for bedside use.

Treatments, Perfume Volume Picks Up; Du Barry, Denney Among Leaders

LEE MCKENNON

New Orleans—Colognes have dropped slightly in sale volume again this season, as they did last year, and perfumes have increased, although they sold quite well all summer. Treatments are going stronger than ever with the arrival of cooler weather.

The Francis Denney Treatment line sells nicely all year round but has picked up this month, a buyer confides. The Invisible Beauty Strap still outsells the other items of the line. The buyer feels this is due to its good qualities and the fine advertising the company has given the preparation in local papers. Another item in this line that is selling nicely is Texture Tint.

Promotions

Counter display aids supplied by the company have boosted Du Barry sales, one buyer feels. The plastic container which holds 12 shades of Du Barry powder has been quite helpful for some time and the new cardboard display case which holds items in pink and white containers, arranged tastefully, gives milady a picture of good cosmetics attractively grouped and she has responded by buying in nice volume. Another Du Barry sales aid is the advertising on television of Light and Bright by one store. This preparation, for lightening the entire

coiffeur or adding light streaks, has been selling beautifully, the buyer says.

Roux has sold very well at one of the department stores where the representative has visited. Another hair tint of comparable price has not done so well, leaving the impression with the buyer that manufacturers' representatives are still a fine aid to sales.

The Juliet Marglen Sealer has been on sale at one of the department stores for the past month and the buyer is delighted with its success. The small size bottle sells for \$1.75 and the salesgirl at the counter is one of its best advertisers. She uses it and shows customers her long, well-manicured nails as proof of its ability to prevent chipping and peeling.

The power of television and radio was clearly demonstrated at one store here the past month. Beautycaps were stocked with the bulk for dry-skin correction as New Orleans has a preponderance of women with dry-skin difficulty. However, the radio and television advertising stressed adolescent skin problems and their correction. The result was a tremendous demand for Beautycaps to correct oily skin, which is the usual adolescent problem, with the resulting reorder of that type of Beautycap. Again the salesgirl is a good sales aid here. She takes Beautycaps and her glowing skin is a fine testimony of their effectiveness.

Night Openings Click, Change Buying Patterns; Stick Colognes Seen As Having Reached Peak

DON COWLING

Los Angeles—Sales figures are up in West Coast toiletries departments, and most buyers reluctantly give some credit to night openings. Los Angeles downtown department stores are now open two nights a week: Monday and Friday. Buyers don't seem to like the idea much, personally, but from a business standpoint they like it fine. It took some time for night openings to click, but now they're doing so well store managements are planning to stay open more nights per week for Christmas business, beginning immediately after Thanksgiving. Buyers say that night shopping is quite likely to be family shopping. Girls from offices and factories, who formerly snatched a minute's

buying during lunch hour or coffee break, now prowl leisurely through the sections, in many instances accompanied by their husbands; and mothers of families, formerly unable to leave small children, now leave the children with Dad while they give their serious attention to shopping.

Effect on Sales

This change is certain to create a change in sales. One of the world's leading couturiers features beautiful cravats for men, which are sold to women's specialty and dress shops featuring his couture. What is more natural for a woman buying an expensive dress or suit for herself than to take home a new tie for her husband? Buyers look

for new upturn in sales of men's toiletries. Much colored trade is handled in night openings, and there are good openings right now in West Coast toiletries sections for articles slanted—not aimed directly; slanted—towards the colored trade.

There seems to be a general demand for an attractive gift item to retail for just under \$2.00 with no tax; \$1.95 would be a very attractive price, buyers say. Most of them have no preconception of what the item should be. But it should be gifty, it should retail for \$1.95, and it must carry no tax.

Perfumed Stationery

Good display is being given to perfumed stationery this fall. Once extremely popular, then falling into disrepute generally, now stationery specifically perfumed with Houbigant's Chantilly, with a large display card announcing the name of the fragrance and the manufacturer, is receiving much valuable space. It reminds one of Mavis chocolates and Mary Garden gloves, in the days when those perfumes were leaders, or Lanvin stockings now, each box carrying a ½ dram vial of Lanvin perfumes.

Colognes and Solid Colognes

Salesmen on the Coast feel that solid colognes have reached their peak. None will admit a falling off in sales, but all are unanimous in agreeing that they are "levelling off." They do not seem to feel that the awakening holiday interest in perfumes has much to do with the process. Concurrently, Angelique's Lotion Cologne is meeting with good acceptance. It provides something different to say, and while not exactly a gimmick itself, it provides a gimmick for the store salesgirls to interest their customers. The common greeting "What's new?", can be profitably nailed over the desks of toiletries manufacturers.

Dollar Market

It is still worthy of mention that in widely separated stores last summer top items in toiletries sections on dollar day were toilet and facial tissues. Can some manufacturer with a little more vision and certainly more courage than his competitors think of a new item, perhaps not ordinarily thought of in connection with toiletries sections, that can be presented to retail for a dollar, no tax? There's a fortune in it for the one who hits on it.

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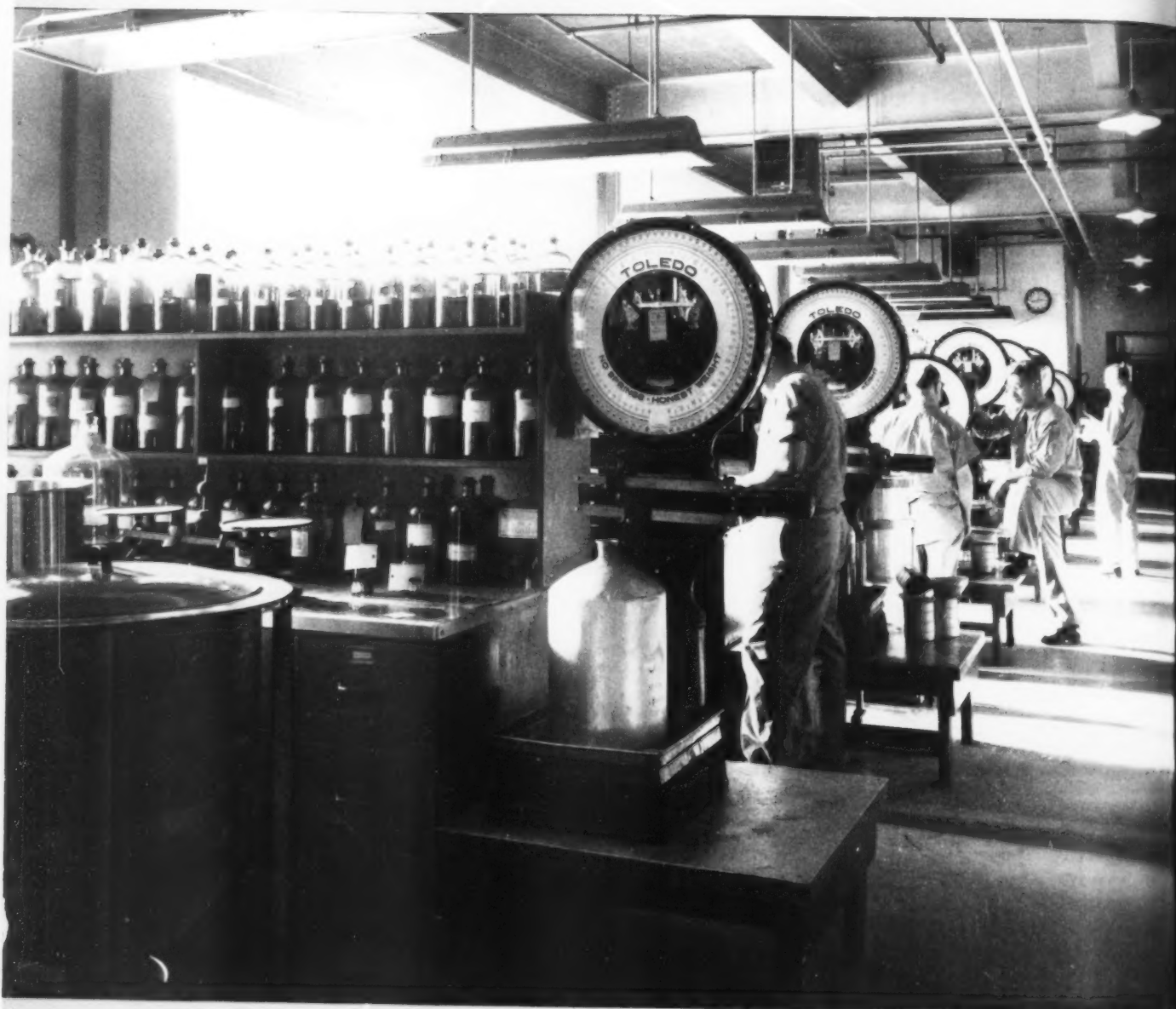
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Cold Pressed U.S.P.	Orange Florida,
Lemon 5-Fold	Cold Pressed U.S.P.
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Lemon Sesquiterpeneless	Orange 3-Fold
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Cut Prices, Special Promotions Bolster Cincinnati Toiletries Sales

MARY WHITE

Cincinnati—New items and reduced-price features on popular old ones made it a good month for the toilet goods counters here.

Perhaps the most-mentioned of the sales bolsters was Coty's new pressed-powder compact. Its contents do nicely as both powder and powder base, a fact which the town's hurried business women apparently discovered immediately. Lenthic's new Pippin lipstick, a vivid red, is moving fast at McAlpin's for two reasons: a large display in the department, and a window display on the street where the main flow of the city's bus traffic has recently been funneled.

Other Best-Sellers

Revlon's new cleanser, White Sable, which can be wiped away with a cloth and clear water, was likewise popular at this store, where the salesgirls reported more calls for the non-hormone White Sable, than for the cleanser containing the hormones. The price difference was seen as a possible reason, for hormones in themselves seem universally acceptable here. Helena Rubinstein's sale on her hormone oil and contour lift cream at \$5 brought volume business to every store carrying the line.

The \$5 tag was no barrier, either, in the sales of Ciro's perfume package. Mabley and Carew sold out and was waiting for more to come in. Here, too, Revlon's nail-builder sets at \$1.75 were in demand.

Price will be important in Christmas trade this year, according to a spokesman at Alms and Doepke. She recently had an unex-

pectedly fine response with a special on \$1 compacts, and plans, as last year, to have a single counter of \$1.25 gifts on display. Yule packages were set to go on display around Halloween.

Dana's "Windfall" did well at Shillito, as did Lucien Lelong's promotion on seal-lips, two sticks for the price of one. The attractive packaging of Ann Havilland's "Perhaps" perfume and toilet water, for the price of one, were held responsible for the success of the item.

Hudnut's hair lightener continues its outstanding popularity, with Tru-tint (a dye, though nobody dares mention the word) not too far behind. Shillito plans a demonstration promotion of these and several Du Barry products. All outlets of Rubinstein will push her new hair products, one of which is a home permanent which can be used in any of three ways: with pin curls, no neutralizer, or with neutralizer. Rose Laird is scheduled to make an appearance here, and that always boosts sales of her counter to the top for the week in the department at Shillito. Women waiting for the bargain days have inquired about Tussy's Beauty Plus Special, coming soon. Antoine's cleansing cream will be pushed via a reduced price deal, but isn't expected to do anywhere nearly as well as the line's custom-made powder does when on sale.

Most buyers here completed their Christmas buying early in October and are now confirming. They are enthusiastic, except a few diehards who wonder what they'll do with left-over merchandise, about the come-hither cleverness of the Yule packaging.

Football, Hot Weather Keeps Dallas Trade Sluggish; Old Standbys Most Active

JEAN ROBERTS

Dallas—It's in-between season in Dallas. At least it is in-between so far as the cosmetic counters are concerned. For the most part, departments in specialty stores, chain drugs and department stores report the selling of "just regular merchandise" during the past month.

This is due primarily to two things: the football season and the weather. Almost every weekend there is a game in the 85,000-seat

Cotton Bowl and although these games bring many visitors to town, there is little time for shopping and most stores report business dull on those days.

Only Neiman-Marcus reports a better than average Saturday over the weekend of the Oklahoma-Texas game, when some 50,000 visitors poured into Dallas. Gift items from that store disappeared rapidly as fans made a quick tour into the store.

The weather is neither fish nor

fowl. It is fall and so fall clothes are in evidence, but it is hot. Consequently stores have found that this season they must cater to general taste. Customers are likely to fill in missing items of regular cosmetics at this time but no concentrated buying is evident.

Hither and Thither

Counter displays feature goods in wide variety with no attempt at concentration. "People are just likely to buy anything," one clerk said, "so we try to have just anything out here for them to see."

Newspaper advertising has been diversified. Colognes, creams, shampoos, nail polish, perfumes, bath salts, soaps, all have been given space by various stores.

Chain drugs report especially high sales of hand lotions. The long dry windy spell probably accounts for that.

A. Harris & Co. reports more special promotions than any other store. An enclosure on Ciro's Original package led to a sell out of stock on hand and a large re-order. D'Orsay's Fanfare, with the three perfumes for a dollar, also has been selling fast.

Harris' also has had special promotion on the store's handling of two new complete lines, Harriet Hubbard Ayer and Elmo. The Hubbard Ayer sale which offered one-third off on the old package also produced a sell-out.

Men's Bar

In the planning stage is an extensive Men's Bar for the cosmetics department at Harris'. Some items always are carried, but plans call for several counters and extra display space. The merchandise already is on hand and the new section probably will be introduced in November in time for the Christmas business.

Traffic Stopper

One traffic stopper which it has installed in its recently enlarged department is a cart which stands in the middle of the floor toward the door. Displays on this cart are always in the \$1 to \$3 class and are attractively packaged. The feature is changed often. This cart has proved a good merchandise mover.

T.G.A. Adopts Ethylene Glycol Monostearate Standard

The Toilet Goods Assn. has adopted Standard Number 42 for ethylene glycol monostearate, non-self-emulsifying.



Campus Pac

GUEST PAC CORP. is distributing Campus Pac, a book style toiletry sample kit, to 40,000 students on 20 college campuses. Two kits, planned with different products for men and women, contain nationally branded non-competing merchandise miniatures. A collegiate version of Guest Pac, a sampling kit distributed by more than 600 hotels and motels, it includes Lenthier Shaving Cream, After Shave Lotion, Tweed Perfume, Pippin Red Lipstick, Q-Tips, Pursettes, Cuticura Soap, Silver Star Blades, Lavioris, Stopette, Bromo-Seltzer, Fitch Shampoo, Vaseline and Brylcreem. Syndicate store sizes for Campus Pac are supplied by the manufacturers to the firm for inclusion. This sampling method is claimed to offer two advantages to the manufacturer: display of merchandise in a smart package, which reaches college students; and an excellent potential buying market at "the lowest sampling cost ever offered."

BOURJOIS will sponsor a harpist to play in department stores throughout the country in behalf of their new Nocturne fragrance.

REVLON introduces Aquamarine Lotion-Shampoo in four different formulas, for dry, oily, normal or tinted and bleached hair. As a result of "miracle ingredient 'Magnetol'" the hair is said to be instantly manageable. The product sells for \$1.25.

BONNE BELL, INC. is supplying removable Christmas sleeves to transform regular packing of Plus 30 Cream and Ten-O-Six Lotion into holiday gift items. Printed on white Robert Gair Co. Plastafol, the material is said to be rigid, and to neither wrinkle nor tear in shelf or counter use. The sleeves fold flat for shipping, and are held in position on the package by two flaps which slip under the regular carton flap.

PRIMROSE HOUSE is importing "Le Secret de Blanche Delysia" to com-

bat aging of skin. Described as neither a cream nor an oil, treatment consists of applying the entire contents of a vial at a time. Seven vials retail at \$12, a three month's supply costs \$36.

DERMETICS provides a red, white and gold counter-unit display, holding one-dozen purse-size pack-



Dermetics counter display

ages of its little Goddess of Crete perfume "nips." Each package contains 20 of the plastic one-application tubes and retails at \$1, the house announces.

MAX FACTOR is promoting its Colorfast lipstick line via a "1952 fall fashion color guide." Tying in with Harper's Bazaar, one side lists eight lipstick shades, the other eight fabric colors.

WILDROOT's Frostilla Fragrant Lotion is being promoted with a free trial bottle with the purchase of a large bottle at 47 cents. The special twin display package will be featured in color advertisements in leading women's magazines.

ASSOCIATED BRANDS has entered its Kidmetics line in the McKesson-Puck Christmas gifts promotion. The concern has eliminated six of its slower-moving combination sets, eliminating the following combinations: bubble bath and shampoo; cologne and shampoo; bubble bath, bath powder and shampoo; shampoo and hair trainer; bubble bath, bath powder, cologne and shampoo; and cologne, bubble bath and shampoo. The items will continue to be available individually or in other combination sets.

J. B. WILLIAMS CO. has been testing Williams Instant Lather shaving cream in push-button can at 79 cents in the East. The product is in competition with Rise (Car-

★ *New*

ter Products), Barbasol, Aero-Shave (Boyle-Midway), Colgate-Palmolive-Peet Co. and Foam Shave (Mennen Co.).

PARFUMS VALERIE DE PARIS will prepare 2,500 hand-blown, tear-drop bottles of their \$100 per ounce "Hauteur," with sterling silver name plate instead of a label. Purchase will be on a "by invitation only" basis.

PRIMROSE HOUSE Beauty Case contains standard sizes of Deep Pore Cleansing Cream, Chiffon Face Powder, Cream Rouge with



Primrose House Beauty Case

matching Lipstick, Petal Tint (the liquid cream make-up), Lotion Deodorant and Enriched Night Cream, with room left for odds and ends. Made in simulated leather, with mirror, brass lock and lucite handle, it sells for \$20.

PARK & TILFORD PERFUMES is distributing its year-round 49 cents package in a plastic case with bed of plastic snow as a Christmas item at the regular price.

CORDAY has designed a Toujours "Toi et Moi" ensemble, containing an ounce each of Toujours Moi and Toujours Toi eau de parfum in white and gold brocade jewel case at \$5.

COLGATE-PALMOLIVE-PEET CO. offers a giant-size bottle with plastic dispenser of Cashmere Bouquet hand lotion at 49 cents. A large promotional campaign has been scheduled.

Packaging & Promotions

LENTHERIC's Tweed fragrance is being tied-in with Wellington Sears Co.'s Martex Terry Tweed towels. Retailers are offered a special package which includes displays for windows, main floor islands, elevator banks, beauty salons and cosmetics, sportswear and linen departments. Martex offers free Tweed sachets for each Terry Tweed towel buyer in participating stores. A sachet is also stapled to a Martex Terry Tweed brochure for use as merchandising piece in department store restaurants. Lentheric's Inc. also supplies bulk quantities of Tweed fragrance for stores with lobby atomizer sprays and fountains.

SHULTON's repackaged Desert Flower toiletries trade mailing-piece brochure was used in an impressive display at McCreery's, New York City department store.

HELEN NEUSHAEFER, stressing attractive packaging as well as product, is introducing K'les nail polish remover made with cholesterol. The latter ingredient is claimed to eliminate nail cracking and cuticle

outlining benefits, it retails for 25 cents. Gold and black window and counter displays will promote the product.

NORTHAM WARREN's Cutex Red Hot 'N Blue nail polish and lipstick is being promoted through the 16 red-headed elevator girls at the New York city offices of Mathes, Inc. The girls, wearing costumes in the appropriate colors, use the new lipstick and nail polish.

YARDLEY has added Lavenesque, "a long-lasting toilet essence that combines the richness of a perfume with the freshness of a toilet water"



Yardley's Lavenesque

to its fragrance line. It retails for \$3 per 2 ozs., \$5.50 for 4 ozs.

JOHNSON & JOHNSON's Baby Soap and Powder is packed in each Joan Palooka doll kit as part of a tie-in with Ideal Toy Corp. The kit retails for \$7.

JAMES MCCREERY & CO., New York city department store, has won a \$100 cash prize in a nation-wide window display contest scent-handkerchief tie-in initiated by Red Book Magazine and sponsored by International Handkerchief Mfg. Co. Marking the first time the department store had ever sold perfume at its handkerchief counter, matched sets of scent-and-handkerchief featured included Bourjois' Lily of the Valley cologne, Houbigant's Quelques Fleurs toilet water, Coty's La Rose Jacqueminot fragrance and Shulton's Desert Flower. The prize-winning window display showed four bottles of cologne suspended high

overhead, each "dripping" crystal drops down through an otherwise blacked-out window onto a spotlighted Celebrities Swiss-embroidered handkerchief in a sculptured hand.

HARRIET HUBBARD AYER has repacked its entire line of creams and lotions in snow-white jars and



Repackaged Ayer cream and lotion line

bottles with white, black and 22 carat baked-in gold motif, at no advance in price.

COTY introduces a new line of men's toiletries in sets of white-capped, square-shaped bottles with deep blue, silver and white labels. Grouped according to a variety of preferences, the sets include complexion tinted talcum, after shave lotion, hair dressing preparation, and cologne. All sets are placed on silver and blue trays. Prices range from \$2 to \$5.

MADMOISELLE magazine is preparing a four-color spread on fragrance.

ANATOLE ROBBINS is marketing a new long-lasting lipstick called "Prismatic."

ESTEE LAUDER is marketing a new \$5 Beauty Facial Kit, said to contain \$10 in products.

MENNEN CO.'s Baby Magic comes now in a refillable 59 cent squeeze bottle as well as in the 98 cents size.

RENOIR PARFUMS is marketing a 2 oz. bottle of toilet water and a dram of perfume in matching scent. The combination comes in a white gift box with gold floral motifs. The price is \$4.50 or \$5, depending on fragrance, the house has announced.



K'les display-card

dryness. The product is also said not to smear. In a specially designed 3 oz. bottle, with cellophane seal, and with descriptive booklet

Pharntolida

*

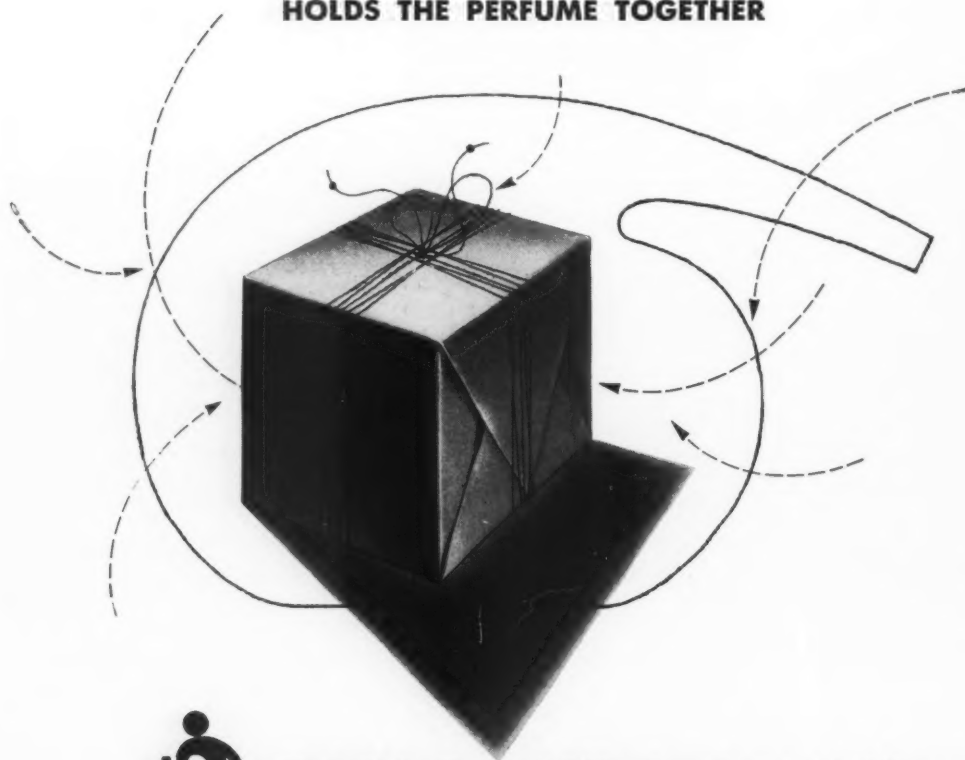
**THE
new
aromatic chemical
musk-tonkin type
lasting, economical - \$10⁰⁰ lb.**

Useful addition to present standard fixatives

Does not discolor perfumes, creams, soaps, and
other cosmetic preparations

Like a string around a package, it...

HOLDS THE PERFUME TOGETHER



Polak's Frutal Works, Inc., Middletown, New York

*Domestic and Foreign Patents applied for.



The Editorial - "WE"

Suppliers Are Many, But Not Unlimited

WE believe that many members of the industry, looking forward to the May and December meetings of the Toilet Goods Association, will welcome the decision of the Board of Directors to limit the attendance of suppliers at the 1953 convention by inviting only those who are associate members. It will be recalled that all manufacturers of toilet goods articles are invited to attend the T.G.A. meeting, but it seems only fair to suppliers who participate as associate members that a similar invitation not be extended to all other supply houses. Furthermore, with the growth both of the T.G.A. and of the industry, the meetings have become extremely large and, if limiting is necessary, it would seem only logical to diminish attendance on the part of people who are neither members of the association nor manufacturers of cosmetics.

Industry and F.T.C. Can Work Together

THE cooperation that the industry is giving to the Federal Trade Commission in its survey on compliance with the recently promulgated trade practice rules is gratifying, but not at all unexpected. The industry aided in the formulation of the rules, cooperated with the government in every step, and is now turning over information, not always readily available or easily obtainable, that is needed by the F.T.C. All in all, 210 companies are being surveyed, all of them being of major importance. We find particularly laudable the statement that firms supplying data indicating that their merchandising plans are not in accordance with the rules will be notified to that effect, and a cooperative effort to obtain compliance will be made. If this atmosphere of mutual aid and mutual

trust continues to prevail, the rules will be worked out in a manner satisfactory, we are sure, even to many companies that had been most apprehensive about them. May we suggest that many a governmental bureau in Washington might profit by looking into this example of the success of government-business cooperation?

T.G.A. Will Aid Ad Copy Preparation

ONE of the most significant developments for the cosmetic industry during recent months was the statement of S. L. Mayham, executive vice-president of the Toilet Goods Association, that that organization is offering the advisory service of its Board of Standards to all firms that wish to have their advertising copy checked. Warning that investigation into the advertising of other branches of the cosmetic industry may follow the recent studies of the Federal Trade Commission into the advertising claims of many lipstick manufacturers, Mr. Mayham found that the entire industry "is likely to be plagued with requests for information, advertising copy, and evidence to support the claims therein unless the industry itself does something to correct the situation." The action of the T.G.A. is particularly to be lauded because the service mentioned by Mr. Mayham is not limited to aid for members of the organization. It comes at a time when there has been a recent controversy not only over lipstick copy but also advertising for hair preparations, deodorants, and other products. The T.G.A. points out that once before, following the passage of the Food, Drug and Cosmetic Act in 1938, many members of the industry made a very serious effort to bring their claims within the limits of the laws. What happened after the advertising was toned down is particularly significant. Sales not only did not

diminish, but actually increased. We hope that all of the members of this industry will take advantage both of the warning of Mr. Mayham and the service now being offered by the association. We are convinced that such a step will not only prevent government interference with the industry's advertising, but will also greatly strengthen public confidence in its products.

Better Advertising For Better Business

WHILE on the subject of advertising, a word should here be spoken on behalf of that excellent organization, the Better Business Bureaus, which has just called for a new drive for advertising integrity and at the same time has urged business to end the half truths of so-called grey areas. Without in any way implying that the toilet goods industry is more at fault or less so than other phases of American business, we should like to emphasize the words spoken at the recent conference of the Association of Better Business Bureaus by E. G. Borton, president of the Advertising Federation of America, who found that the most serious problem in advertising today consists of the violation of integrity, and who cited, for example, "bad taste, advertising which irritates the public and lessens its faith in all advertising and business, flagrant use of sex, emphasis on fear appeals, derogation of competition, pseudo-scientific claims, over-use of emotional appeals, and exaggerations which a court might pass but which strain credulity." Incidentally, it is interesting to note that at the same conference the Toilet Goods Association and the Proprietary Association were cited as groups that were doing their share in offering voluntary copy counsel to members of their industries.

Aerosols Are Put To Important Test

ONE of the important new developments in the toiletries industry during recent years has undoubtedly been the aerosol. This package achieved a remarkable success when used for insecticides; it was safe, inexpensive, effective, and easy to use. During the last few weeks, several companies of national importance have announced that they are putting on the market a shaving cream packaged in the aerosol. These are not the first shav-

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materials for your
Perfumery, Soaps
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PRODUCTS AVAILABLE
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Peruvial
Olibanol
Tolurone

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THE NEW YORK OFFICE OF P. ROBERTET & CIE. • Grasse, France

ing creams nor the first toilet articles to use the pressure package. However, these are the first efforts of at least four of the major shaving cream manufacturers to enter the aerosol field, and that means that aerosol becomes a daily package for practically every man if the current campaigns attain any success. The advertising copy seems to emphasize above everything else the rapidity of getting a foam lather on the face. No doubt this is an important selling point for the millions of men who shave in the morning while watching the clock as they get ready to dash off to work. The new development in the package in shaving products will be watched with utmost interest not only by makers of other brands of shaving cream, but also by the manufacturers of all types of cosmetics.

New Listing Made Of Technical Journals

AN outstanding service has been rendered to the drug and cosmetic industries by the Special Libraries Association which has just compiled a list of all of the magazines in 25 pharmaceutical libraries in America and Canada. A total of approximately 1500 journals can be found in this list. Many of these journals are rather obscure, and the list should prove of greatest assistance to all of those who have often found a reference to an out-of-the-way publication and then spent considerable time trying to locate an article. The new publication is entitled *Union List of Periodicals in Pharmaceutical Libraries* and is obtainable for a cost of three dollars from Miss Helen Loftus, Lilly Research Laboratories, Indianapolis. We believe that no firm doing serious research in cosmetics, not to mention drugs, can afford to be without it.

Dental Products Sold In Food Stores

IN these columns we have on several occasions called attention to the growing importance of the supermarket and other food outlets in the sales of toilet goods. While there are many individual products that will resist this trend, there seems to be little question but that the food outlet has become almost the equal of the drug store in the sale of certain cosmetic preparations. If any new evidence were required to prove this, it has certainly been supplied by a recent survey of the

Market Research Corporation of America, which found that during the first three months of 1952, the sales of dentifrices in food stores were as high as in drug stores. One need only recall that such sales of tooth paste and powders in a grocery would have been considered negligible only a few years ago. We believe that this new trend, which has already become an established and old trend, will radically change packaging, pricing and even advertising display of the cosmetic product. It would be difficult to discover any trend of greater importance in the merchandising of cosmetics, anything more worthy of serious attention and study.

Joining Together of Two Large Essential Oil Companies

WHEN Dodge and Olcott Inc. was purchased by Fritzsche Brothers, Inc. two of the leading essential oil houses in this country joined hands. We, of course, do not know whether eventually there will be an organic amalgamation between these two firms, or whether they will continue their separate existence under a common ownership. It is interesting that Dodge and Olcott is not only the oldest essential oil company in the United States, but probably the largest company in the perfume and flavor supply field to have been owned by a major chemical firm. At a time when the large chemical companies in this country are building or purchasing subsidiaries in every imaginable branch of chemical manufacture, the ownership of D & O reverts to the aromatics industry. This is but one single and isolated instance, although we cannot help but feel that no one can place the manufacture and sale of perfume and flavor materials on the same basis as dyestuffs, pharmaceuticals, plastics, and other products of importance. Individual preferences and intangible qualities still rule supreme in products sold for their odor and their flavor.

Many Signers Urged For Fair Trade Contracts

BECAUSE many of our readers are interested in fair trade and the protection of their price structure, we emphasize the statement of the Bureau of Education on Fair Trade that manufacturers should make every effort to obtain a large number of fair trade contracts signed by distributors in each state.

This is particularly important because of the fact that a single signature in a state that has a fair trade law becomes binding on the non-signers. The Bureau of Education points out the advantage from a viewpoint of public relations when there are large numbers of signers rather than having many distributors bound by the signature of only one of them. With fair trade still in a rather shaky position before the public, a drive of this nature to obtain many signatures is not only necessary but commendable.

Millions over Sixty-five Are off to Work

TO depart from the problems facing the cosmetic industry, and focus attention on something of concern to all industry, we learn from the Federal Security Agency that there are thirteen million people in the United States over the age of sixty-five, that the number is increasing at the rate of 400,000 per year, and that the over sixty-five group continues to become a larger and larger percentage of the American population. Add to this the fact that the medical profession is aiding these people to remain in healthy and vigorous condition, and one is confronted by facts of indisputable social and economic significance. Many of these men require work not only for their economic well-being (for social security and pensions are insufficient to meet the needs of the individuals), but they need work in order to remain occupied and stimulated, so that they will not feel the ill-effects of being unproductive. But, more than that, industry needs the men as much as the men need industry. In the manpower shortages that face us, can we afford to ignore these millions? We cannot. At a recent social work conference in Washington, when this matter was under discussion, one speaker asserted that employers, not being sentimentalists, "will hire anyone who will do a day's work regardless of age." It is true that employers are not sentimentalists, but certainly many of them are traditionalists, and they entertain grave doubts that a man is efficient when he has attained that age of sixty-five. We hope that, for the sake of the utilization of available manpower, for the sake of a healthy economy, and for the sake of the happiness of literally millions, the drive to keep the older people of our nation gainfully employed will continue.

Use of Sorbitol

D. H. POWERS*

THE cosmetic industry will do more than a billion dollars worth of business in 1952. It is a growing market which has shown a healthy rise in the past few years. Hair products including shampoos, home permanent waving lotions, dyes and rinses, and hair dressings will constitute more than a quarter of this market. Perfumes and toilet waters, which were the foundation of the Industry have dropped to less than ten percent of the total. Face and hand creams, cleansing and lubricating creams, make-up bases and lotions of this type amount to nearly a third of the market. Deodorants and antiperspirants are a rapidly growing branch of the Industry.

In more than fifty percent of these products a humectant is needed to improve the product or to improve its performance. For this industry a product must have a shelf life of at least a year and be effective at humidities from 10% to 90%; it must be completely non toxic and free from irritation or sensitization.

A paper just published in the Journal of Investigative Dermatology using a quartz fiber microbalance, clearly shows that the top layer of the skin contains 65 to 80% water. The work of Dr. Blank at Massachusetts General just published in the same journal, further shows that when the skin is dried out it becomes hard and brittle and that any attempts to soften this hardened epithelium with petrolatum, lanolin, natural glycerides of vegetable oils are completely unsuccessful. On the other hand, he showed that this same dried out epithelium becomes soft and pliable when allowed to absorb moisture and points out that the water content is more important in maintaining the flexibility of the top layer of the skin than its oil content. Finally, Dr. Gaul in the same journal has just shown that the frequency of skin chapping is directly related to the dryness or dew point of the air and that local weather bureaus should be able to forecast the development of periods of skin chapping and warn the dermatologists.

It is particularly interesting that so much data has been published so recently on the importance of moisture in maintaining soft, flexible, healthy skin. While we have long recognized the importance of humectants in cosmetic products, it is only recently that such excellent data has been available to establish these effects and to emphasize the need of moisture and humectants in cosmetic products. A recent report indicated that all lotions for improving the tone of skin, for improving dry skin, in make-ups and facial clays, a minimum of 10% of a humectant is required and shaving creams and beard softeners, deodorants and depilatories all must have a 10-20% content of humectants.

While glycerine, propylene glycol and Sorbitol have long been recognized as humectants, the importance of Sorbitol in cosmetic creams is particularly emphasized by the above data when it is recognized that in the wintertime indoor humidity frequently drops to a relative humidity of 20 to 25%. Under these conditions the rate of moisture loss from a Sorbitol solution is

markedly below the other humectants mentioned. In working with many creams containing as little as 5% Sorbitol, the moisture loss is less than 1/2 as great as the moisture loss from a similar cream containing glycol or glycerine.

Some of the most effective hand creams and body creams on the market owe their consistency, smoothness and moisture retention to their Sorbitol content and their tremendous sales and continued popularity is clear evidence of their performance. While the cosmetic industry will never eliminate lanolin, mineral oil and vegetable oils and their derivatives from its cosmetic items, it is particularly significant that currently they are clearly aware of the need of moisture and moisture retention for skin health.

Twice as Many Women

OUT shopping there are twice as many women in this country as show up in the national census. "Every woman is two customers. If you are selling creams, lotions, lipsticks, nail polish, rouge, face powder, eye shadow, mascara, perfume, then you are selling to the romantic Mrs. Consumer. But when you are selling such things as drugs, patent medicine, cleansing tissue, razor blades, baby bottles, then you are dealing with an entirely different personality, a thrifty, practical, hard headed ruthless baby; and if you cheat her, God help you!"

"The romantic Mrs. Consumer will buy that \$40.00 bottle of perfume and consider it well worth the price . . . especially if she is going out for a new man in her life. No matter how slim her purse, her last dollar will go for glamour.

"But the ruthless Mrs. Consumer . . . show her a drug product or grocery bill of a few pennies more than what she should have paid . . . she will never forget you . . . and she will never forgive you."—Jean Despres.

"It Can't Be Done"

THE notion that it is cowardly to admit that something "can't be done" is responsible for much waste of time and money. In every situation the facts should be faced bravely.

Maybe "it can be done." But will the achievement be worth the cost? Will the end justify the sacrifice? Will not quiet and orderly retirement be better than probable defeat or doubtful victory?

The usual answer is that honor, reputation, tradition and pride are so precious that they justify any degree of foolhardiness. Such sentiment sometimes makes good literature because an author can twist circumstances to serve the hero. But in real life there may be no dishonor in compromise, or in change of plans, or even in admission of defeat.

Shame is the share of those who quit before they have taken an honest measure of the hazard. Of such are the shiftless, the lazy and the inefficient—the dead souls.

No dishonor inheres to the man of high spirit who refuses to expose himself to physical or financial exhaustion in achieving an unworthy or impossible goal.

—William Feather.

*Warner-Hudnut, Inc. Abstract of talk before Atlas Powder Co. symposium.



ALBERT VERLEY
and Company, Inc.
presents

Lamin

SYNTHETICS

... literally impossible to distinguish



Jasmin

SYNTHETICS

by Albert Verley & Company, Inc.

*reach new heights of fragrance and fidelity as substitutes,
in part or whole, for the natural product*

For many years, the development of Jasmin specialties and compositions has been a particular interest of the staff of Albert Verley & Company, Inc. A few of our materials are listed below — true similes of this essential flower. You can use them to match the fragrance of the natural product with uncanny fidelity — both in your Jasmin odors and for the Jasmin note indispensable in so many perfume compositions. And you enjoy important savings. These Jasmin developments deserve more than passing notice. Ask us for working sample and prices — or consult us in confidence regarding your individual problem.

Materials for Jasmin

JASMIN BLOSSOM "V"	JASMIN INCOLORE
HOMO JASMONE	JASMINTEME
JASMIN SUMMUS	ALDEHYDE JASMINIQUE
JASMOGENE	ALCOOL JASMINIQUE

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Where Your Dollars Have More Scents
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AND COMPANY, Inc.
Headquarters for Odor Appeal



Flavors



Uses of New Flavoring Material

*Propenyl guaethol now commercially available as a flavoring material with vanilla characteristics. . . . Suggested for use in flavoring confectionery, baking products and ice cream**

MORRIS B. JACOBS, Ph.D.

THE role that "vanilla" flavor plays in the food industries, particularly in the confectionery, baking, frozen dessert, and carbonated beverage subdivisions is important on both a volume and dollar basis. Hence, any really new material or old, relatively rare, synthetic, aromatic chemical made commercially available becomes important also. Such a material is Vanitrope, which is the brand name of propenyl guaethol.

Related Compounds

Vanitrope is not an aldehyde as is vanillin, itself, or bourbonal ("ethylvanillin") but is related to such compounds as guaethol of which Vanitrope is the propenyl derivative. It is also the methyl derivative of isochavibetol and is related to isoeugenol, an isomer of isochavibetol.

Isochavibetol has an odor reminiscent of vanilla and cloves and isoeugenol has a marked clove odor.

Nomenclature

As is common with many organic compounds, different names can properly be assigned to the same material depending upon which substance is considered to be the parent compound. Thus Vanitrope is considered as a propenyl derivative of guaethol and can be termed propenyl guaethol. De-

pending upon the nomenclature system chosen, the number 1 position in the benzene ring will vary and thus the compound will have slightly different systematic names.

Development

In its search for a material which could be used to scent soap with a vanilla character and yet not have the disadvantage that vanillin and related aldehydes had of turning brownish in the soap, investigators of Shulton, Inc., under the direction of its president, George Shultz, found that propenyl guaethol had the proper application characteristics.

Its manufacture and commercial development, however, were relatively costly and when the flavor properties of Vanitrope as well as its stability in soap became evident it was clear that a flavoring material of distinctive characteristics was available. The research and plant development were carried out under the supervision of Stephen P. Joffe, Chief Organic Research Chemist of Shulton, Inc.

Vanitrope is now manufactured and distributed by the Fine Chemicals Division of Shulton, Inc. Incidentally, one might point out that this firm has become a producer of a number of aromatic chemicals which are of interest to the flavorist and the flavoring industry. Among these are eugenol, isoeugenol, benzyl alcohol, and anisaldehyde.

Propenyl guaethol is available as a free-flowing, fine, white powder which melts according to the literature at about 86 deg. C. Experimental work on the commercial compound has shown a melting point of 85-86 deg. C. This compares with melting points of 81 to 82 deg. C. for vanillin, of about 76.5 deg. C. for bourbonal (the so-called "ethylvanillin"), of 67-70 deg. C. for coumarin, and of 37 deg. C. for piperonal (heliotropin). Vanitrope sublimes when warmed or heated under reduced pressure. The volatility of Vanitrope is of the same order as that of vanillin, bourbonal, and coumarin.

Solubility

Vanitrope is soluble in the common solvents used for the preparation of flavoring extracts. Thus about 10 per cent by weight is soluble in 95 per cent ethyl alcohol and about 4 per cent by weight in relatively anhydrous propylene glycol. Propenyl guaethol is soluble in edible oils such as corn oil, cottonseed oil, and olive oil; in fats such as cocoa butter and the customary shortening fats; and in essential or volatile oils such as the citrus oils. It is, however, less soluble in water than vanillin and its solubility in water-miscible solvents is reduced in proportion to their water content. This has an effect on the application properties of Vanitrope.

As is the case with other flavor-

* Vanitrope is the registered trade mark for propenyl guaethol manufactured by the Fine Chemicals Division, Shulton, Inc.

Muscaro W

**LIFTS
LASTS
FIXES**

Possesses the same valuable quality
of merging, intensifying and
leveling off the ingredients of a
perfume, as does the genuine Musk.

Faithfully reproduces the
odor of genuine Musk.

Use this Schimmel specialty instead of
genuine Musk for your higher priced
perfumes in concentrations up to 1%.

Especially useful in soaps.
where natural and artificial
musk would discolor.

*Write for further information
on your firm's letterhead*



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ing materials in which problems of water solubility arise, such problems may be overcome by use of emulsifiers and solubilizers. For example, the Technical Bulletins of Shulton, Inc., concerning propenyl guaethol suggest the use of a 4 per cent solution of this compound in edible Tween 80 SD, that is, a specially deodorized material.

Organoleptic Properties

The organoleptic properties of Vanitrope have been given intensive investigation. The aroma of Vanitrope has been compared with that of freshly-cut, cured vanilla beans, giving it a delicate resinous character. Its intensity of aroma is comparable to that of vanillin.

Propenyl guaethol has a pleasant taste similar to that of vanilla with the winy-woody flavor characteristic of pure vanilla extract. Its taste is thus aromatic with a sweet tone. Various investigators have shown that Vanitrope has from 16 to 25 times the flavor strength of vanillin but what is particularly characteristic of this compound is that it is an excellent adjuvant flavor. Thus according to one investigator who studied its aroma and flavor properties in bakery products, it was found that Vanitrope adds appreciably to the flavor complex of the bakery product in that it enhances the flavor and aroma, the latter being more like real vanilla. This investigator also noted that when Vanitrope was used in icings containing fats there was a noticeable increase in the butter-like flavor and creamy texture.

Other aspects of the organoleptic properties of Vanitrope will be considered with the topic of application properties.

Chemical Properties

As noted in connection with the discussion concerning its develop-

ment, propenyl guaethol is a stable compound, particularly in comparison to vanillin and bourbonal ("ethylvanillin") for, as noted above, Vanitrope is not an aldehyde.

Because of this stability, it does not readily become discolored nor does it change appreciably in taste or odor when stored in closed containers under common and usual warehouse conditions. It has been shown that Vanitrope is sufficiently stable at cooking and baking temperatures so that there is no appreciable loss in flavor character or flavor potency when it is used in foods which are to be subjected to heat and processing.

Application Properties

The application properties of Vanitrope are dependent upon the properties discussed above. In addition one must consider several other factors. Propenyl guaethol has synergistic properties, being able to enhance the flavor strength of other flavoring materials as well as the effect that these flavors produce.

For instance, Vanitrope appears to be able to round out the creamy notes in products containing fats such as chocolate candy, frozen desserts like ice cream, and shortenings. An example of its synergistic effect is shown in its apparent increase in flavor strength when high concentrations of sugar are present. In such instances less Vanitrope need be used to obtain

Vanilla Flavor Ratios

1 part vanilla beans	0.07 part vanillin
1 pound vanilla beans	1.125 oz. vanillin
Standard vanilla extract	0.7% vanillin solution
1 part coumarin	3 parts vanillin
Standard tonka extract	0.3% vanillin solution
1 part piperonal (heliotropin)	2 parts vanillin
1 part bourbonal (ethylvanillin)	3-4 parts vanillin
1 part Vanitrope	16-25 parts vanillin

the effects desired and its potency is more nearly 25 times that of an equal weight of vanillin.

Jacobs in *Synthetic Food Adjuncts* (Van Nostrand, New York 3, N. Y.) gives a table of vanilla flavor equivalents or ratios which is based mainly on information given in *Flavoring Extracts under the Federal Food, Drug, and Cosmetic Act*, a multigraph issued by the Food and Drug Administration, U. S. Federal Security Agency. This table may now be modified to include Vanitrope. This is shown in the Table on Vanilla Flavor Ratios.

Propenyl Guaethol

In general, propenyl guaethol has been suggested for use in flavorings to be employed in confectionery, bakery products, and in ice cream.

Typical formulations indicate that 1 part of Vanitrope may be used to replace 20 parts of vanillin in a given formulation. Thus for example, in a common 1-fold (that is, the vanillin concentration equivalent is 1 ounce per gallon of extract) vanilla flavoring preparation, the ingredients are: vanillin 40 ounces, bourbonal ("ethylvanillin") 6 ounces, coumarin 6 ounces, and relatively anhydrous propylene glycol 80 gallons. Employing the ratio of replacing 1 part of vanillin by $\frac{1}{20}$ part of Vanitrope, this formula can be modified as follows in which $\frac{1}{2}$ of the vanillin is replaced:

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Vanillin	20 ounces
Vanitrope	1 ounce
Bourbonal	6 ounces
Coumarin	6 ounces
Propylene glycol	80 gallons

The replacement of half the weight of the vanillin by Vanitrope is a general recommendation of the manufacturer. It is suggested, however, by their investigators that propenyl guaethol can be used alone for certain types of flavoring.

The replacement of half the vanillin by Vanitrope appears to result in an improvement in flavor. Greater replacement of vanillin may achieve reduction in costs but actual flavor improvement is not obtained. The following is a Vanitrope modification of an average cake flavoring extract. The original product consisted of vanillin 64 ounces, bourbonal 10 ounces, coumarin 10 ounces, and 100 gallons of propylene glycol. This formulation was modified as follows:

Vanillin	14 ounces
Vanitrope	2 ounces
Bourbonal	10 ounces
Coumarin	10 ounces
Propylene glycol	100 gallons

Where it is permissible these formulations can be modified by the incorporation of an edible solubilizer.

Two precautions must be observed in the use of Vanitrope. As is the case with all powerful flavoring materials, the amount of Vanitrope used must be carefully controlled otherwise there is the danger of overflavoring. This is nothing new in the flavoring industry as experience with other powerful flavoring substances such as the so-called aldehydes has shown. The other factor is that propenyl guaethol may be precipitated from solution in relatively anhydrous solvents hence caution must be observed on dilution with water or else solubilizers must be employed where permitted.

Economic Factors

It is, of course, difficult to evaluate actual savings in certain instances. Vanitrope is more expensive than vanillin, bourbonal, and coumarin. Its flavor potency, however, is so high that actual savings in cost can probably be achieved with improvement in flavor by its judicious use. Up to 50 per cent dollar savings can be realized in some formulations, according to the manufacturer.

Food Use

The Food and Drug Administra-

tion, Federal Security Agency has interposed no objection to the use of propenyl guaethol in foods. Its toxicity appears to be of the order of vanillin. Since, however, only $\frac{1}{20}$ as much Vanitrope is used in a formulation as the original amount of vanillin in the unmodified formula, its actual hazard from the ingestion route is far less than that of similar flavoring compounds.

Vanitrope

Vanitrope is the Registered Trade Mark for propenyl guaethol manufactured by the Fine Chemicals Division of Shulton, Inc.

Oleo Ice Cream Boom

A BATTLE comparable to that between butter and margarine producers is shaping up in the frozen dessert field. It's between makers of ice cream made from butterfat and a frozen dessert, marketed generally under trade names, in which cottonseed oil is substituted for butterfat. It has official Washington worried.

The cottonseed oil product is not new. Food and Drug Administration and Agriculture Department officials believe it first appeared in Texas some four years ago, and spread into Oklahoma, Missouri, Kansas, Illinois, and a few other states. But this year is the big boom for the new product, and the first year that the dairy industry in general and ice cream manufacturers in particular have become alarmed.

The first round at the federal level has gone to the dairy industry, with FDA putting out what is called an interpretation of policy indicating that the new "oleo ice cream," as FDA officials sometimes refer to it, would violate federal regulations if offered for interstate commerce. Two shipments have been seized, one in Arkansas two years ago which officials said was labelled ice cream, but no recent test has come up.

FDA takes the position that within the meaning of Title 21, Section 3.18 of FDA regulations, the new frozen product is "adulterated" ice cream. Officials reason that ice cream is so completely identified as a dairy product that any frozen dessert comparable in appearance, flavor, and texture can be sold to the general public as ice cream even though it carries a trade name distinctive from ice cream.

Ice cream standards currently

being worked out by FDA after a long series of public hearings are almost certain not to include cottonseed oil as an optional ingredient. This will strengthen FDA's position since the agency takes the position that, for a standardized food, anything failing to meet the standards, yet purporting to be the same or similar to the standard product, is illegal.

The main issue obviously is price, with cottonseed oil selling for a third to a quarter of what butterfat is bringing. In most places FDA officials estimated the "oleo" frozen product sells for about a nickel a pint under regular ice cream.

Price is responsible for this year's enormous increase in the manufacture and sale of the new product locally. And both FDA and Agriculture officials believe that this is only the start.—*Food Processing*.

Flavored Notes

ON October 3, 1952 on ABC-TV in the program, "Tales of Tomorrow," a play entitled "Substance X" was presented. In this science-fiction tale, a scientist in a little town off the Gulf of Mexico keeps a group of people alive by means of a "food" product made from sea materials which contains a synthetic substance X capable of making the eater taste whatever he thinks he is eating. Substance X thus has the property of making the eater send impulses from the brain to the taste buds rather than receiving stimuli from the taste buds. A very interesting story ending on the horrifying note that the eaters of substance X lose their ordinary sense of taste so that all normal foods are unpalatable.

The flavoring field has seen a number of new developments recently.

Florasynth Laboratories is very proud of a raspberry flavor which they have developed.

Van Ameringen-Haebler, Inc., has been advertising "sealed-in" flavors under the trade mark of Sealva. In these flavors each drop-let of flavor oil is said to be sealed from the atmosphere with an edible protective film making their products particularly suitable for incorporation into flavoring powders or powdered food products.

Givaudan-Delawanna has made alpha-irone available on a commercial scale.—*M.B.J.*

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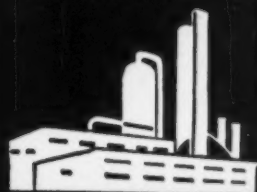
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Soaps



Cottonseed Fatty Acids

Ease of handling hydrogenated cottonseed fatty acids, constancy within fairly fine limits and suitability for blending with other fats to achieve special characteristics among advantages

PAUL I. SMITH

COTTONSEED oil is primarily an unsaturated oil containing 23-35% oleic and 42-54% linoleic acid and with some grades up to 11% linolenic acid. The oil contains about 20-23% palmitic, small quantities of stearic and myristic and traces of arachidic and lignoceric acids. Ordinary refined grades of cottonseed oils have an iodine value (Wijs) of 150-166, saponification value 190-193, titre value (deg.C) 14-17.

The average yield of crude oil from the hydraulic milling of cottonseed is about 310-320 lb. per ton of whole seed. The bulk of the oil is used for edible purposes, but off grades and inedible portions find their way to the soaper.

Of particular interest for saponification purposes are the distilled fatty acids of which several grades are produced. These have a much lower iodine value (90-110) than the oil and the double distilled fatty acids has a better colour than the crude or even refined oil. Moreover, its unsaponifiables does not exceed 1.5% and its saponification value is 200-203. The titre value of the double distilled fatty acids is 36.39 deg. C and 33-36 deg. C for the standard grade.

It will, of course, be appreciated that although the two grades of distilled fatty acids offer the soaper good quality products they are, of course, essentially unsaturated and are unsuitable for use where oleic acid is not required as a constituent fat. For those who want a saturated



Paul I. Smith

fat there is a hydrogenated cottonseed fatty acid mixture available at a reasonable price. This has a titre of 60 deg.-62 deg.C and is produced in the form of flake and beads. The colour is of a yellow hue. Unlike the crude oil or distilled fatty acid mixtures, the iodine value of the hydrogenated mixtures is 8 maximum and the saponification value 200-203. The chief value of the hydrogenated fatty acid mixture is that it is in effect a stearic acid and possesses an iodine value in the double pressed stearic acid range. Normally the double pressed stearic has an iodine value of 5.5-7.0 whereas the triple pressed and best grade of stearic has an iodine value of 3.0-4.5.

It is not, perhaps, fully appreciated that where high stearic acid content is required it is a normal practice to hydrogenate an oil that is low in palmitic and high in oleic and linoleic, such as corn and soya

bean and to a more limited extent cottonseed oil. This last named has, however, a relatively high palmitic acid content. The presence of palmitic in the hydrogenated and, therefore, saturated fat can be an asset to the soaper who needs a balanced fat with marked palmitic characteristics such as is possessed in tallow. This animal fat contains 24-33% palmitic and 14-29% stearic with, of course, relatively high proportions of oleic (39-50%).

Advantages of hydrogenated cottonseed fatty acids may be summarized as follows:

1. As the material is in an easily handled form, i.e. flake and beads, storage, transport and processing are rendered considerably easier, moreover, less labour is required.
2. The composition of the hydrogenated fat is constant within fairly fine limits whereas with natural oil and even distilled fatty acids there are sometimes wider variations in properties.
3. Hydrogenated fatty acids make available to the manufacturer a material very suitable for blending with other fats so as to achieve special characteristics, e.g. a saturated fat stock makes a harder grade and less soluble soap than one made largely from unsaturated acids.

The soaper who may not be interested in cottonseed oil as such, might profitably investigate the possibilities of the other cottonseed oil fats, one or other of which may prove acceptable for certain specialized soap formulations.

THE FIFTH SENSE

(Olfactive Sense)

Chemical Senses, page 1,
Moncrief—lists senses as
follows: "sight, hearing,
touch, taste, smell." Note
smell is listed Fifth.



ince 1768, or nearly 200 years, the House of Chiris has dedicated itself to the Fifth Sense—the olfactive sense. In the development of Essential Oils, Floral Absolutes, Chemical Isolates, Synthetic Chemicals, and all of those creations and specialties which combine industrial aromatics with natural products and produce fragrance, the House of Chiris has a cherished history.

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Fatty Alcohols Prevent Hydrolysis in Soap

MEANS of preventing the hydrolysis of soap have occupied the attention of chemists and physical chemists for a number of years. A number of remedies and palliatives have been suggested and one of these is the addition of higher fatty alcohols to the soap. When present to the extent of 1-2% these additives can be of considerable assistance in retarding the hydrolysis of soap. The higher fatty alcohols of most use for this purpose are cetyl and stearyl alcohols which are saturated alcohols and oleyl alcohol, an unsaturated compound.

These alcohols are refined from the oils of the sperm whale under vacuum distillation. They are odourless and bland tasting. The saturated alcohols are waxy solids and the unsaturated alcohol is an oily and viscous liquid. These three alcohols are miscible with mineral or vegetable oils and fats, insoluble in water but soluble in a number of solvents. Apart from their use in retarding hydrolysis these fatty alcohols are widely used in soap and textile specialties as emulsifying agents, penetrants and wetting agents.

Acid Value as a Guide to Purity

THE acid value provides information of crucial importance to the soaper as it is, of course, the means by which he calculates the amount of alkali required to saponify the fat. Apart from the actual business of making soap, the acid value is of service to the manufacturer as an index of composition and purity. Where fats or fatty acid mixtures contain acids of low molecular weight this is indicated by a high acid value, e.g. coconut oil has an acid reading of 260 and the distilled fatty acids have values ranging from 251-269 according to the grade and purity. Coconut acid contains some 48% lauric acid, 7% capric and 17% myristic (all low molecular weight acids) with 7% palmitic, 4% stearic and about 14% oleic acids. On the other hand, low acid values indicate the presence

of high molecular weight acids. Tallow fatty acids have an acid value of 197-201 depending on the grade. These consist mostly of palmitic and oleic acid.

The soap manufacturer can regard the acid value of a fat as a sure indication of its type and characteristics. Beyond certain maximum figures and below certain minimum figures he is justified in regarding a soap stock with suspicion. Low acid values may indicate the cheapening of stock with off-grade fats, such as cheap coco-nut, or on the other hand it may indicate the presence of foreign bodies that are of no use in soap manufacture and conveniently classed as unsaponifiables. The presence of neutral fat may also depress the acid value and give a false picture of the composition of the material.

Effect of Soap Composition on Sweating

A common cause of complaint from hot and humid countries is the sweating of soap which is not only unsightly, but tends to encourage the growth of fungi and favours the discolouration of soap. A careful check-up of soaps shows that some types sweat a good deal easier than others and it appears that those based on fully saturated acids, such as lauric, palmitic, stearic and arachidic show a better resistance to sweating than soaps containing a high percentage of unsaturated acids, such as oleic. The presence of additives can influence sweating to a noticeable extent, e.g. free alkali in soap helps materially to increase its general hygroscopic properties and rosin also is favour-

able towards moisture absorption in very humid atmospheres. Among the recommendations to soapers anxious to produce soaps with the minimum sweating potentialities the following are worthy of note:

1. Soaps made from straight fatty acids are less liable to sweat than those produced from glycerides.

2. In general, it is preferable for the fatty material to contain a low percentage of unsaturated acids.

3. The shorter chain saturated fatty acids, such as lauric, myristic and palmitic are preferable to the longer chain and higher molecular weight acids. Palm kernel oil, which contains a relatively high proportion of lauric acid and myristic acid and only a low percentage of oleic

acid, gives a better keeping soap and one less liable to sweat than a soap made of peanut oil or cottonseed oil. Coconut oil with an even lower percentage of oleic acid is even superior to palm kernel oil. Split coconut oil which is particularly rich in short chain saturated acids is a low priced fat that is most useful as an ingredient of low priced industrial soaps.

4. Fillers and builders should only be used in minimum quantities as their presence may accelerate sweating. Generally speaking, the purer the soap the better is its keeping properties under humid conditions.

Chemical Industry Salesmen Hold Sales Clinic

A chemical sales clinic was sponsored by the Salesmen's Assn. of the American Chemical Industry on October 28 in Commodore Hotel, New York.

The clinic was opened by Edward A. Bush of the Bush Aromatics Div. of the Dow Chemical Co. and president of the organization. Purpose of the clinic was explained by Ralph L. Ericsson, vice-president of the Sumner Chemical Co., Zeeland, Ohio.

Other speakers, and their subjects, at the morning session were: Bert Cremers, vice-president of the Michigan Alkali Division of Wyandotte Chemicals Corp., Wyandotte, Mich., "Selling Heavy Chemicals"; Charles P. Walker, Jr., sales manager of Chas. Pfizer & Co., Brooklyn, N.Y., "Selling Fine Chemicals"; Morris I. Pickus, president of The Personnel Institute, "Building a Better Sales Executive."

The luncheon address was given by Dr. Walter J. Murphy, editor of publications of the American Chemical Society, whose subject was "The Salesman's Place in the Chemical Industry."

Afternoon speakers and their topics were: Ollie F. Minor, sales manager of the New York division of Shell Oil Co., "Getting the Show on the Road"; J. Hayden Twiss, president of the New York advertising agency of that name, "Uses and Abuses of Chemical Advertising"; John D. McPherson, American Cyanamid Co., New York "Uses and Abuses of Market Research"; Sidney D. Kirkpatrick, vice-president of the McGraw-Hill Book Co., New York "Double Jeopardy."

WHAT'S IN A DROP OF PERFUME

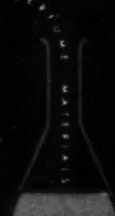
There are many things more than precious oils and fine chemicals that go into the making of her perfume—and not the least of these is

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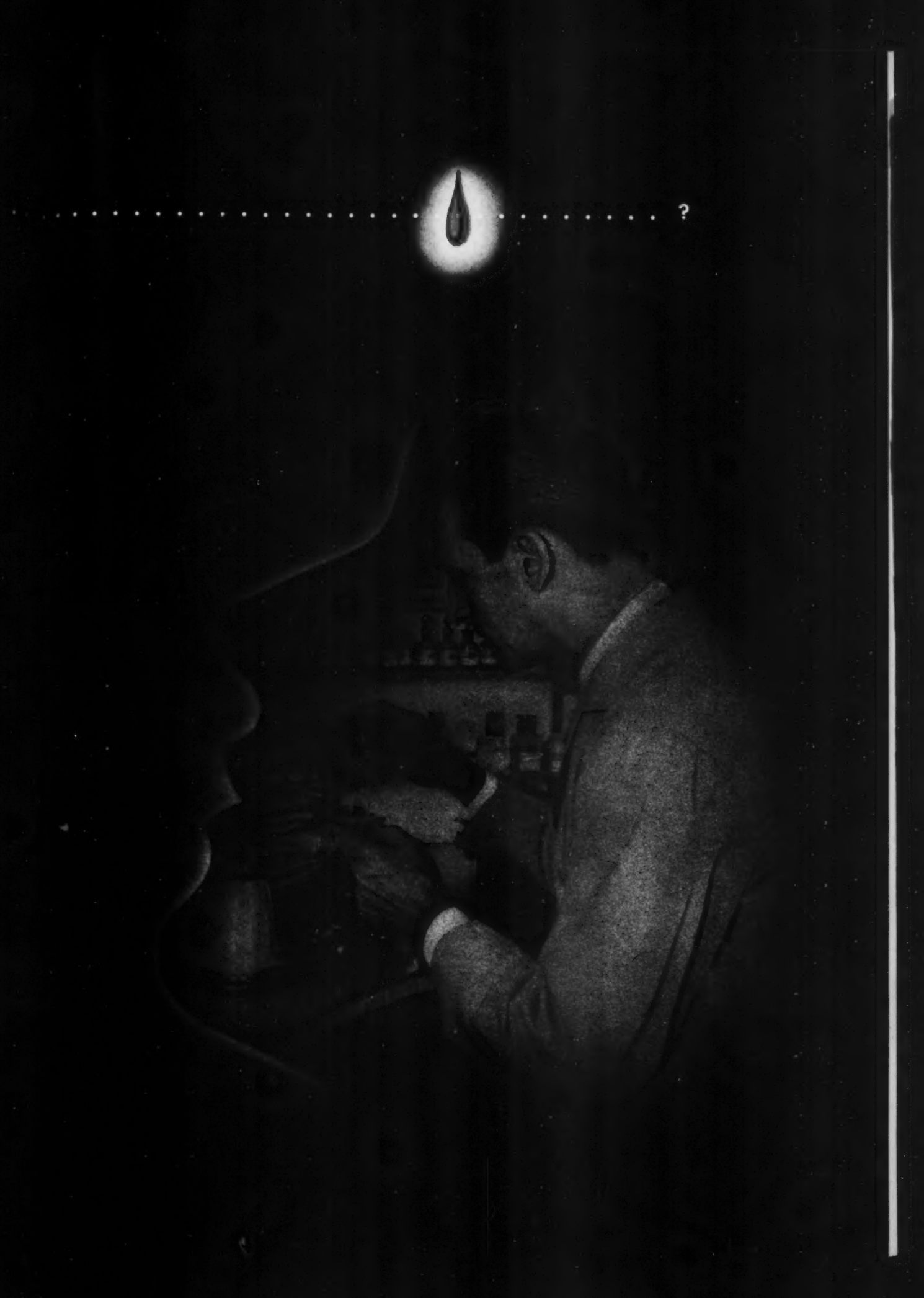
Our research teams are untiringly seeking new aromatic bodies through micro-analysis, molecular distillation, and all forms of higher organic chemistry. This effort results in new organic compounds, new isolates from existing materials, and improved techniques. Of the hundreds of research developments, relatively few are accepted for use in fine perfume materials. Yet around these new aromatics, the imaginative genius of the perfume chemist can create intriguing new and unusual fragrances.

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Hints for Improving Production

How to make better use of the skills of employees in the plant. . . . Distributing the work fairly, eliminating poor work flow and improving the sequence of work. . . . New equipment for plant and laboratory

IN this day and age none of us can afford to waste the skill of our personnel. By analyzing the distribution of tasks among our employees, we can frequently find that a reassignment of personnel will result in better use of skills. How many of our highly skilled production workers have to stop producing to manhandle materials?

If you saw Walt Disney's Cinderella you will recognize this tune, "Go up and do the attic and go down and do the cellar, you can do them both together, Cinderella." Obviously, Cinderella cannot do them both together yet how many times are we asking our employees to perform unrelated tasks at the same or almost the same time. The assignment of too many unrelated tasks, of course, tries to make "Jacks of all Trades" of our employees and they usually wind up with being masters of none. This costs us money.

The even and fair distribution of work among the employees is an essential ingredient to good morale and good teamwork. Many a bottleneck has been broken by redistribution of work so that no one was overloaded nor under loaded but each one had just enough to do to keep him busy throughout the work day.

Poor work flow is another source of high cost and poor methods. Work flow analysis enables him to find steps in the process which can be eliminated because they are unnecessary. It helps him to improve the sequence of steps by diagramming them. It helps him to eliminate delays in the process by highlighting them. It helps him to locate unnecessary and wasteful backtracking which may not have been noticed before.

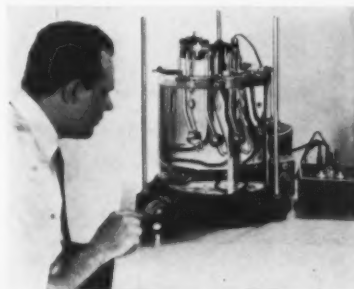
An analysis of the work flow also shows us the tremendous number of times a product is handled. It takes time and it takes effort every time something is picked up and

laid down. Moreover, there is almost always a delay between the lay down and the next pick up. Just the elimination of pick ups and lay downs can result in sizable savings in time, in space and in work-in-process inventory.

Work place analysis is a study of the steps taken to perform an individual operation in a process. This is a detail tool and is used for the greatest degree of refinement. Using this technique, a supervisor is aided in eliminating unnecessary steps in an individual operation and reducing the overall number of movements required to perform the operation. He is taught how to simplify the operation in order that it may be done more quickly and easier, at lower cost.—*From an address by J. R. Ryan at Lehigh University before the Pennsylvania Manufacturing Confectioners Assn.*

Unitized Bath System

Laboratories can choose from standard parts to assemble tailor-made constant temperature baths Fisher Scientific Co. points out. Unit by unit the laboratory technician can now combine heaters, stirrers, thermostats and other components to give him the precise bath capacity and control he wants. A unitized bath is built for specific purposes by selecting one of three



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Motor Driven Pump

A new motor driven acid pump for those requiring a faster flow of



Pump for acids and other liquids

acid and other liquids and for those who in some cases must elevate the flow to a height of 12 ft. is offered by the General Scientific Equipment Co. The new pump is stated to drain acids and other liquids safe and fast from carboys, drums and barrels. The pump is self contained, portable, compressor and electric motor driven, fully equipped with safety air valves to prevent the pressure from exceeding 15 lbs.

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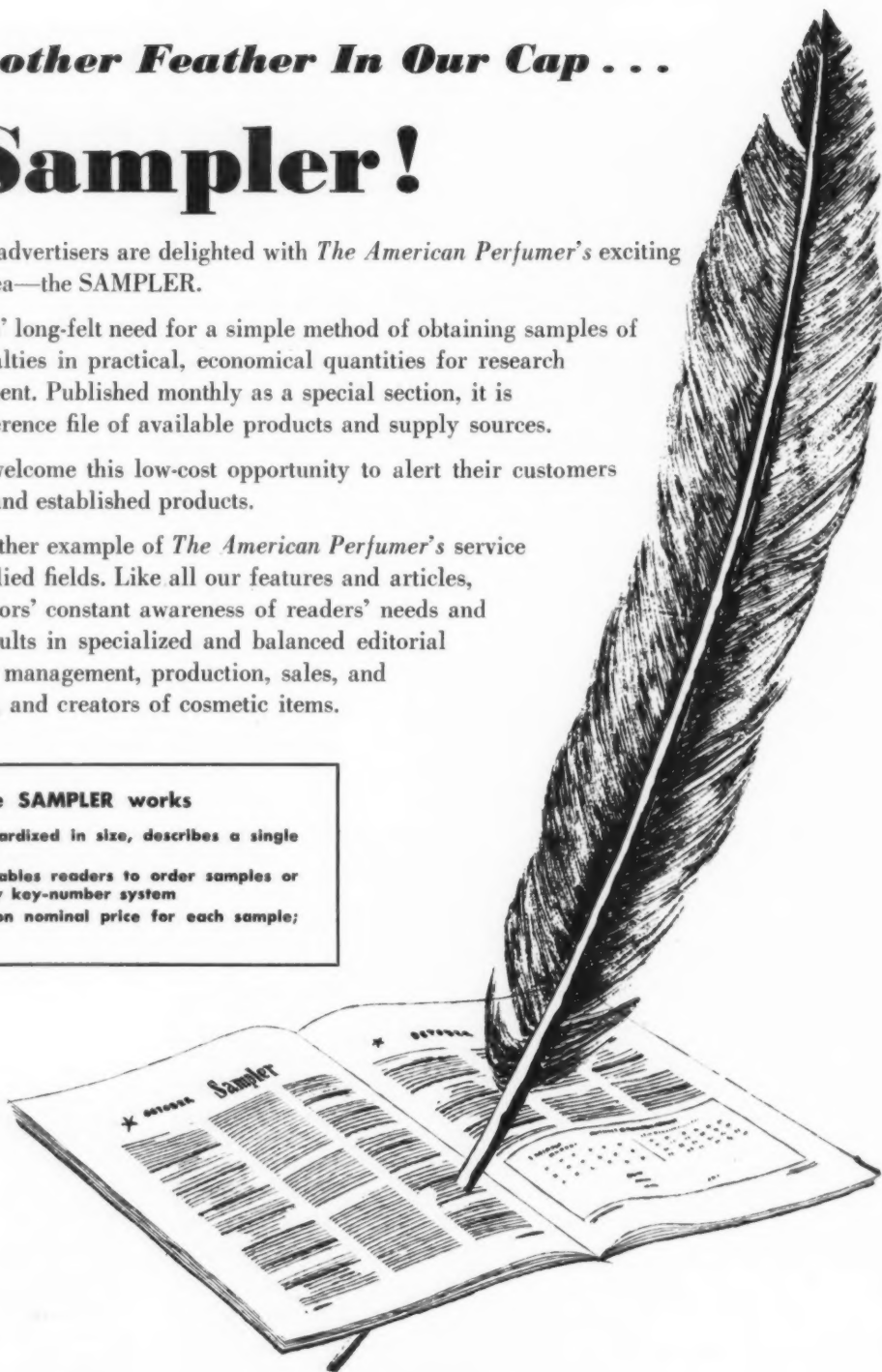
It answers our readers' long-felt need for a simple method of obtaining samples of compounds and specialties in practical, economical quantities for research and product development. Published monthly as a special section, it is useful as a handy reference file of available products and supply sources.

And our advertisers welcome this low-cost opportunity to alert their customers and prospects to new and established products.

The SAMPLER is another example of *The American Perfumer's* service to the cosmetic and allied fields. Like all our features and articles, it stems from our editors' constant awareness of readers' needs and interests. And this results in specialized and balanced editorial content which attracts management, production, sales, and advertising executives, and creators of cosmetic items.

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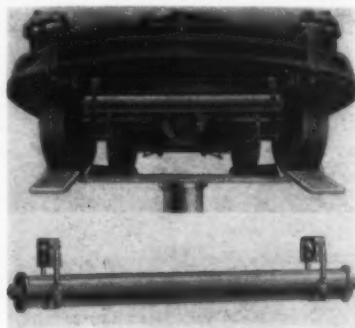
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Gyro-Stabilizer for Trucks

For checking skidding on curves, sharp turns and rough and uneven surfaces and down grades in pickup and light panel trucks as well as in automobiles a gyro stabilizer is of-

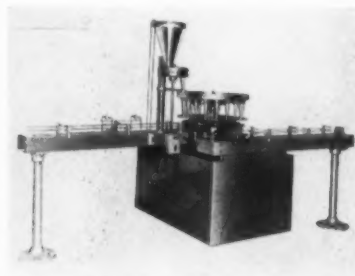


Typical installation

fered by the Gyro Stabilizer Mfg. Co. The stabilizer counter affects the action of the uneven distribution of weight within the truck or car by means of counter centrifugal force. The stabilizer which operates on the gyroscopic principle is readily attached to the rear cross member of the truck or car.

High Speed Packer

A new automatic rotary filler and conveyor combination for handling granular and powdered materials where vibration for a tight pack and elimination of dust is required is offered by Frazier &



Powdered material filler

Son. It is a high speed packer for flat bottom, wide or narrow mouth containers in a broad range of sizes and shapes. Suitable vibration is furnished, according to the makers, in the rotary filler section to permit products to fully settle and to provide fill at speeds up to 120 per minute. The machine is stated to be best suited for a one container size or possibly a two container size set-up where production requirements are great. Full details about it will be sent on request.

Processing Literature

Ultraviolet apparatus, custom built for specific applications are illustrated and described in a four page leaflet issued by the manufacturers, Sun-Kraft Health Products Inc. The Sun-aire electronic deodorizer for destroying odors, is described in a separate leaflet. It is recommended for smoke filled conference rooms and wherever it is desired to eliminate offensive odors.

Packaged unit spray dryers for soaps, syndets, chlorophyll and other products are described in a well prepared and informative 8-page pamphlet issued by Foster D. Snell Inc., 29 W. 15th St., New York 11, N.Y. The equipment is furnished by the Hull Co. a division of Foster D. Snell Research, Inc.

A stainless steel open tank with a mixing unit that may be permanently mounted and still have all of the adjustable features of a portable mixer is described in a letter and leaflet issued by the Alsop Engineering Corp.

Axle load scales are described and illustrated in an 8-page folder issued by the Howe Scale Co. The company's complete line of heavy duty scales for checking weights on each axle of motor trucks and trailers is covered.

Proportioning pumps made by Brosites Machine Co. Inc. designed for laboratory and pilot plant work for metering free flowing liquids are described in a 4-page pamphlet issued by the company. The pump is a unit comprised of six separate pumps operated by a common motor. The equipment is said to be capable of delivering a regulated flow from each single pump and a specific output of one and up to six different liquids may be delivered simultaneously in desired proportion within the capacity of the unit.

Centrifugal multi-stage contractors and solvent extractors for contacting of liquids containing suspended solids and liquid-liquid systems made by Podbielniak Inc. are adequately described and illustrated in an 18-page catalog which is available for the asking.

Synthetic resin protecting coatings for controlling corrosion on structural steel, tanks, pipes and machinery made by Prufcoat Laboratories Inc. have been subjected to extensive tests. Technical bulletin 501 has been issued to provide users with resistance ratings to

some 69 corrosive chemicals concentrated and diluted.

A reference chart on fatty acids and their derivatives is available from E. F. Drew & Co. Inc. The chart includes the composition and physical properties of the 46 most widely used processing oils and fats. Empirical formulas, molecular weights and acid numbers of 23 fatty acids in common use are included.

Chemicals for Industry and Agriculture manufactured by the American Potash & Chemical Corp. is the subject of a well compiled booklet issued by the company which tells the story of the company, its products and principal operations.

Solving perfume problems is the title of an attractive leaflet issued by Schimmel & Co. Inc., 601 W. 26 St., New York, 1, N.Y. It is an invitation to manufacturers to take a close second look at the all important odor appeal of their products. It points out simply also that its laboratory is equipped to aid if a new product is coming up, if sales are dropping on an established line or if there are any odor problems.

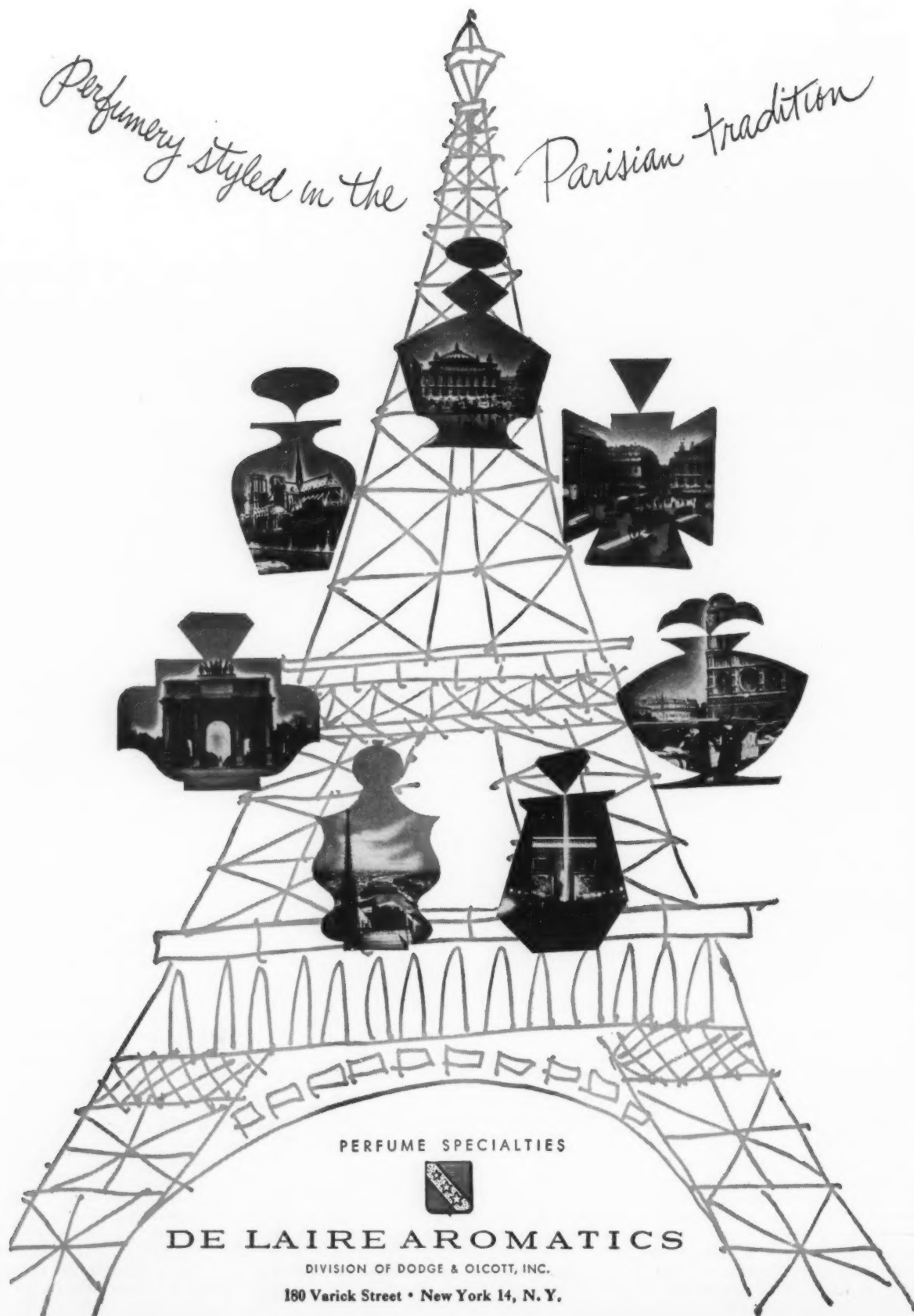
A few facts about dehumidification for industry are given in a leaflet issued by the Abbeon Supply Co.

The control of dermatitis in industry is the subject of a 24-page booklet issued by the West Disinfecting Co. It covers various phases of the subject and includes antiseptic soaps and antiseptic protective creams, protective garments, etc. As a whole it presents a simple prevention and control program for protecting exposed skin areas, preventing clothing contamination and guarding against special hazards.

The series of fatty amide sulfonate foamers and detergents, known as Emcol 4100, offered by the Emulsol Corp. are described in bulletin 33 which will be sent on request.

Making a Good Cleansing Cream by Joseph Paul Parentini is the subject of technical bulletin 1 issued by Roure-Dupont Inc. 360 Madison Ave., New York, 17, N.Y. Dr. Parentini is supervisor of the company's technical department which aids manufacturing companies in creating new products, improving formulations and straightening production snags. A copy of the bulletin may be had for the asking.

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New Products and Developments

Spray from Inverted Position

The first plastic bottle that can be sprayed in an inverted position



Up and downwards spray bottle

has been announced by Elmer E. Mills Corp. The new design was developed by the company for Bounce Inc. so that the contents of the bottle can be sprayed downward on the feet with ease. According to the manufacturer the product can be sprayed through nylon stockings. Bounce is a combination of hexachlorophene, menthol and witch hazel to give relief to aching feet. Incidentally the product is marketed in a two-ounce capacity flexible plastic bottle.

An Interesting New Aromatic

A new aromatic which is said to possess some very desirable properties is being offered by Polaks Frutal Works, Middletown, N.Y. and its associated companies in Holland, England and France. According to a circular issued by the company, the new product known as Phantolid, in addition to having the characteristic Tonkin musc odor is said to be completely stable in soap, will not discolor soap or creams and is extremely soluble in paraffin oil and other organic solvents. The odor is surprisingly similar to that of the large ring lactones and the large ring ketones known as cyclopentadecanolid, which products have heretofore been considered in a class by themselves because of their high cost. A patent has been applied for the new aromatic and therefore for the time being the chemical structure is undisclosed. A

preliminary analysis indicates that it is probably a high molecular ketone. Preliminary tests indicate that the new product has marked fixative properties and for this reason, it is emphasized, it should find many applications on a large scale as a new fixative. Phantolid has been described as "being like a string bag holding the whole perfume together." Because of its marked similarity in odor to other musc aromatics of the Cyclopentadecanolid type as well as its very moderate price, the new product is worthy of special consideration. Publication of the patent will be awaited with interest. It is probable that a new chemical configuration, with its own typical olfactory properties will be disclosed. If so that is likely to serve as a stimulus to the numerous chemists now engaged in a search for new chemical compounds to be used in the perfume industry.

Container Decorating Service

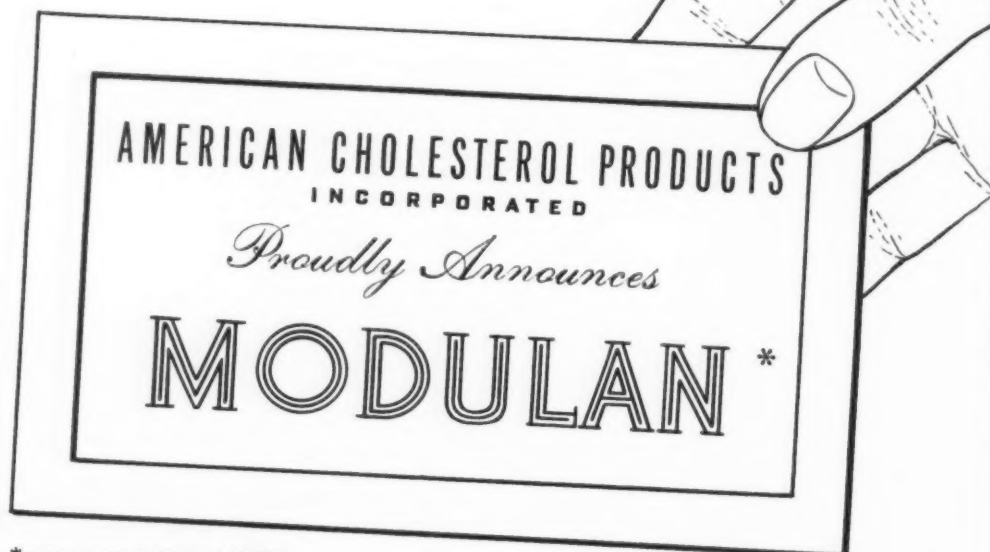
A new process by which perfume, toilet water, cologne, bath salts and other toiletry bottles, jars and atomizers are decorated by hand is announced by Gay Fad Studios. Any design to suit any container in any color or gold or silver may be had. Ceramic colors are used which are fired so as to insure permanency. Designs will be submitted if desired by the studios or any standard design of a particular manufacturer can be handled by the same process. The Studios state that prompt service is assured.



Hand-decorated containers

New Cosmetic Ingredient—Uses

A new, chemically treated lanolin known as Modulan which is stated to contain all of the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties is announced by American Cholesterol Products Inc., Milltown, N. J. It is especially recommended for use in baby oils, hair dressings, shampoos and soaps, oil-in-water creams and lotions, ointments, make-up and other cosmetic and pharmaceutical products. Modulan is said to be an almost odorless, pale yellow, semi-solid product that effectively neutralizes the hydroxyl groups of lanolin hydroxy-esters making them hypo-allergenic as compared with lanolin. Because of induced chemical differences in molecular structure, it is added, Modulan is more hydrophobic than lanolin and is very soluble in mineral oil and in some vegetable oils. It is also said to act as an unusual stabilizer, emollient and superfatting agent in oil-in-water emulsions. It is not a water-in-oil emulsifier and is not recommended for that purpose. Its compatibility with oil-in-water emulsions however is emphasized as an outstanding property. A technical folder describing the properties and uses of Modulan with some typical formulas is available from the manufacturer. In addition to describing the properties of Modulan in detail, comparative properties such as solubility, texture, odor, emulsification, compatibility and stability are given.



* CHEMICALLY MODIFIED LANOLIN

MODULAN is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that **MODULAN** is hypo-allergenic.

SOLUBILITY— Because of induced chemical differences in molecular structure, **MODULAN** is far more hydrophobic than lanolin and it is very soluble in mineral oil.

TEXTURE— **MODULAN** solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

COMPATIBILITY— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, **MODULAN** can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, **MODULAN** deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

Additional information available on request.



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NEWS and EVENTS

R.E.Horsey Givaudan-Delawanna Vice-President of Sales

E. R. Durrer, executive vice president, announces the appointment of R. E. Horsey as vice president in charge of sales for Givaudan-



R. E. Horsey

Delawanna, Inc. and its affiliate, Sindar Corp. This appointment will consolidate the sales management of both companies.

Mr. Horsey, a graduate of the Case Institute of Technology with a B.S. in Chemical Engineering, joined the Givaudan organization in 1943 as the manager of its Industrial Products Division. When, in 1948, the sales functions of this division were absorbed by Sindar Corp., a newly formed associate company, Mr. Horsey was appointed sales manager.

Society of Perfumers Elect New Members

The regular quarterly business meeting of The American Society of Perfumers, Inc., was held October 15 at the Advertising Club in New York City.

The following applicants were elected into membership: Philip E. Chaley, Ph. Chaley, Inc.; Walter Lengsfelder, Fleuroma, Inc.; Andrew B. Farago, Zanadu Mfg. Corp.; and Josephine Catapano, van Ameringen-Haebler Inc., all of

New York City, also, Everett D. Kilmer, Edwin D. Morgan, Jr., and Skuli O. Bjornsson of Lever Brothers Co., Edgewater, N.J.; Robert Matre, The Hewitt Soap Co., Inc., Dayton, Ohio; Dr. H. K. McClain and Edward J. Matre of the Procter & Gamble Co., Ivorydale, Ohio.

An open meeting, which was attended by guests of members as well as members themselves, was held November 19.

Nephew of Francois Goby Dies in Accident in France

Xavier Goby, nephew of Francois Goby of Etablissements Tombarel Freres, Grass, France, died in Casablanca, Morocco, October 15 according to advices received in this country. He was the son of Jean Goby.

Canada Places Excise Tax on Chlorophyll Deodorizers

The Canadian Government plans to place a 15-per-cent excise tax on chlorophyll deodorizers starting Jan 1, 1953, a Revenue Department spokesman has announced.

The decision follows protests by manufacturers of external body deodorizers that while they are subject to the tax, producers of internal deodorizers, using chlorophyll put up in tablet or lozenge form, are not.

The department agreed to shift the latter products into the toilet and cosmetic category, making them subject to the tax.

New Soap Ceiling Rule for Size Change, New Product

Distributors of soaps, cleansers and synthetic detergents may calculate their own new ceiling prices in cases where manufacturers have changed the weight or composition of packages of such items, according to CPR 10, revision 1, amendment 1.

V. Mane Fils Establishes Subsidiary Company in the U. S.

V. Mane Fils, Bar-sur-Loup, France, one of the principal essential oil producing farms in Europe is establishing an American subsid-




André Pissarro

iary, Mane Fils Inc. in New York, N.Y., in order to more directly serve the needs of American manufacturers of perfumes, cosmetics, soaps and allied lines. The main factory of the company in Bar-sur-Loup is considered one of the most modern in equipment and appointments; and the company also operates important distilleries in Barre Haute Alpes.

André Pissarro who returned by airplane October 18 from a seven weeks conference with the executives of V. Mane Fils in Bar-sur-Loup, will direct the American subsidiary of which he is executive vice president, the president being Eugene Mane. Mr. Pissarro, who was born and educated in France, has been in the United States since 1940. He is well known throughout the industry by reason of his association since then with several leading American essential oil companies. The American company is in the process of establishing suitable quarters, formal announcement of which will be made in the near future.


Colgate-Palmolive-Peet earnings so far are \$13 million over 1951.



RICO

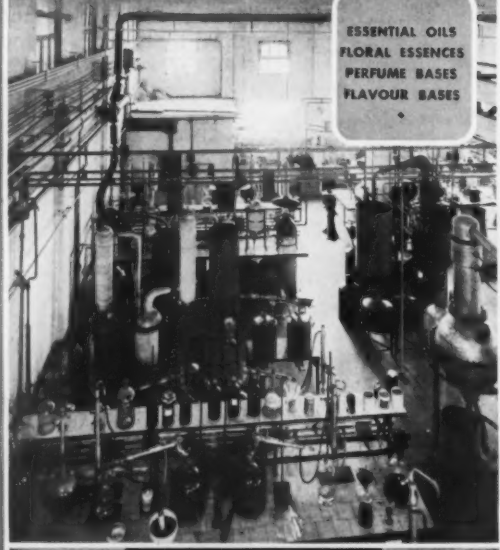
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Berkshire Chemicals, Inc. Buys Innis, Speiden & Co., Inc.

Berkshire Chemicals, Inc., manufacturer and distributors of mercurials, zirconium chemicals, carbamates, vanadium chemicals, boron and agricultural magnesia, has purchased Innis, Speiden & Co., Inc., distributor of heavy chemicals and white goods.

20 Compete in British SCC Annual Golf Competition

The second annual golf competition of the Society of Cosmetic Chemists of Great Britain was held at Walton Heath, Surrey, October 1, when in spite of the poor weather some 20 competitors enjoyed a day's golf.

Competition for the Firmenich Cups was in the form of a medal round on the old course. M. F. Landon won this event with a net score of 75; this is only one more than the scratch score for the course and is quite an achievement under adverse weather conditions. Runners up were S. R. Mansfield and R. J. R. Neill. A cup was awarded to the latter.

The competition for the Antoine Chiris prize, of Henry Cotton Woods, was won by M. F. Landon for the best score calculated on the Stapleford system.

The Firmenich Cups were presented by the chairman of the society, Dr. R. H. Marriott; the Antoine Chiris prize was presented by R. H. MacIntyre on behalf of Antoine Chiris Ltd.

S.C.C. Announces Program for Its December Meeting

The semi-annual meeting of the Society of Cosmetic Chemists, scheduled to be held December 11 at the Biltmore Hotel, New York, will feature the following papers:

W. B. Blumenthal, Titanium Alloys Mfg., Division of Natl. Lead Co.: "Some Properties of Zirconium Compounds Significant to the Cosmetic Technologist"; A. Presnell, The Andrew Jergens Co.: "Infra-Red Spectrophotometry of Essential Oils"; Edward Sagarin, New York City: "Procedures for Testing the Efficiency of Deodorants"; Prof. H. G. DeKay, Purdue University: "Evaluation of Some Organic Sulphur Compounds in Cold Waves"; Louis C. Barail, New York City: "The Value of Chlorophyll Derivatives as Local Deodorants"; Dr. H. Powers and G. Barnett, Warner-Hudnut, Inc.: "Further Studies

on the Swelling of Hair"; Jos. W. E. Harrison, K. S. Konigsbacher, G. J. Cox, J. W. Hein, Wm. H. Danker, S. Wah Leung, and R. Heggie: "A Practical Evaluation of Chlorophyll in Controlling Breath Odors"; Thelma Warshaw, Marion Sulzberger, and Franz Hermann, N.Y.U. Hospital: "The Incidence and Nature of Allergic Skin Reactions to Lanolin."



Departing from customary practice of having point-of-purchase cosmetic displays keyed to national interest, here's one with a local (New York) angle. Mitchell T. Lynch, national sales manager for Park & Tilford, presents the latter's Winx eye preparation display to Martin Block (left), director of WNEW's "Make-Believe Ballroom," and other end of the tie-in. Display is being distributed in Winx outlets throughout metropolitan New York.

TGA Scientific Section Mid-Winter Meeting Program

The program of the mid-winter meeting of the Scientific Section of The Toilet Goods Assn., scheduled for Wednesday, December 10, at the Waldorf-Astoria Hotel, New York City, is as follows:

1, Fatty Acids in Cosmetics, II, by Wm. C. Griffin and Phyllis J. Carter, Atlas Powder Co.; 2, Cutaneous Antiseptic Activity of 2,2'-Thiobis (4,6-Dichlorophenol) . . . Actamer (registered), by M. C. Hunter, D. P. Roman and R. S. Shumard, Organic Div., Monsanto Chemical Co., St. Louis, Mo.; 3, Some Effects of Waving Lotions of the Mechanical Properties of Hair, by W. J. Hamburger, B.S., M.S. Sc.D. and H. M. Morgan, B.S., Fabric Research Labs., Boston, Mass.; 4, A Study of the Effect of Hormones on Hair Growth, by T. H. Roberts, B.S., M.S., United Research Labs., Inc., Philadelphia, Pa.; 5, A Technique for Obtaining Infra-Red Spectra of Water Soluble Gums, by S. H. Newburger, J. J. Jones, and G. R. Clark, Federal Security Agency, FDA, Div. of Cosmetics; 6, The Role of the Neutralizer in Cold Waving, by Ross Whit-

man, vice-president in charge of research, Rayette, Inc., St. Paul, Minn.; 7, Infra-Red Spectrophotometric Examination of Aromatic Chemicals, by H. G. Lundin, M. L. Crowder, and Walter A. Taylor, Pond's Extract Co., Clinton, Conn.; 8, Recent Dermatologic Data of Interest to the Cosmetic Industry, by S. M. Peck, B.S., M.D., associate clinical professor of dermatology, Columbia University, director of dermatology, Mt. Sinai Hospital, New York City.

Chicago SCC Chapter Views Infrared Spectrometry

The application of infrared spectrometry to cosmetic materials was described by Dr. Richard B. Bernstein, associate professor of chemistry, Illinois Institute of Technology, in an address before the Chicago Chapter of the SCC on November 11 at Henrici's Restaurant in the Merchandise Mart. He described the present uses of infrared measurements in the cosmetic field and explained the principles on which these and possible future applications are based.

Theodore St. Just and Co. Appoints Croda U. S. Agent

Croda, Inc., New York, N.Y., has been appointed sole U.S. selling agent for Theodore St. Just and Co., Ltd., manufacturer of fine and aromatic chemicals located at Whitefield, Manchester, England.

W. H. Loomis Talc Corp. Names Whittaker, Clark & Daniels

Whittaker, Clark & Daniels, Inc. New York, N.Y., is distributing fibrous talc of W. H. Loomis Talc Corp., Gouverneur, N.Y., for all industries except the ceramic trade in Massachusetts, Rhode Island, Connecticut, New Jersey and South-eastern New York State. Distribution for the ceramic industry in this territory is being handled by Donald Hagar, Zanesville, O.

Michigan Group Holds Movie Night

The Chemical and Allied Industries Assn. of Michigan sponsored a Movie Night October 27 at the Detroit Leland Hotel. Featured were Tomorrow Meets Today, showing the birth of the modern motor car, and The Big Race, a 500 mile speedway film. Dinner and cocktails were served.

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The luncheon meeting of the Fragrance Foundation was well attended.



A close-up view of some of the prominent members at the meeting.

Ungerer & Co. Appoints F. F. Dittrich Controller

K. G. Voorhees, president and treasurer of Ungerer & Co., announced at the conclusion of a board of directors' meeting, October 14, the appointment of F. F. Dittrich as controller. Dittrich has been associated with Ungerer & Co.

since January 1942 and has served in various capacities. He is a lifetime resident of Yonkers, N.Y. He is a graduate of New York University and attended its post-graduate School of Finance. He is superintendent of the South Presbyterian Church School at Yonkers, and is Benevolence Treasurer for this church.



Executives of Kolmar Europe talk business in a Paris, France, night club. Shown are, clockwise: Raymond Pillols, director of sales, Mrs. Lessing Kole, Lessing Kole, Mme. Elizabeth Guest, Mms. Eva Pillols, and Pierre Guest, managing director.

Fragrance Foundation Promotion Calendar for 1953

The Fragrance Foundation has announced its promotion calendar for 1953. In the Ball Room of the Hotel Pierre, New York, more than 150 top executives of the fragrance industry met October 15 to learn results of the Foundation's work for the first seven months of 1952 and to hear of plans for the coming year.

Samuel Rubin, president of The Fragrance Foundation and president of Faberge Inc. welcomed guests and introduced the following chairmen of the organization's committees: Donald Bryant, vice president of Hudnut Sales Corp., Public Relations; Kathleen Spencer Cory of Coty, Inc., Educational Publicity; Owen Stoner, president of Prince Matchabelli, Trade Relations; F. E. Shoninger, president of Antoine Chiris, Inc., Film Committee; Frazer V. Sinclair, publisher of *Beauty Fashion*, Membership; as well as Thomas B. Haire, publisher of *Cosmetics & Toiletries*, Quarterly Luncheon.

The promotion calendar for 1953 was presented by H. Gregory Thomas, president of Chanel, Inc., and vice president of the Foundation. The Foundation's proposed program for 1953 was projected on a 12-ft. screen, illustrated by an amusing cartoon for each month. Mr. Thomas accompanied the projection with outlines of the basic points of each theme. He pointed out that the entire program will be a coordinated effort, the same message going to retailers, consumer press and trade publications, to bring about greater education of the public on the use and care of fragrance products. A Rube Goldberg type of drawing depicted the "Fragrance-Sales-Stimulation Machine" to illustrate how the work of the Foundation is sending fragrance-conscious customers to perfume counters all over America.

The 1953 program promises to be its most ambitious one thus far.

F. E. Shoninger, chairman of the film committee, reported that the Board of Directors is studying the proposed project of a motion picture film as a means of propaganda for the fragrance industry.

A written report on results for the first seven months of 1952, presented to everyone present, stated that both circulation and lineage in all branches of the press—newspapers, consumer magazines, radio and television, trade publications—have increased over last year.

Cold Permanent Waving Inventor to Get S. C. C. Medal for 1952

The Society of Cosmetic Chemists will present its medal award for 1952, for contributions to the



Dr. Everett G. McDonough

art and science of cosmetics, to Everett G. McDonough, Ph.D., vice president and general manager of Evans Research and Development Corp.

Dr. McDonough is particularly famous for his attainments in the study of hair, its growth, chemistry, and embellishment. His work in this field includes extensive developments in permanently waving hair. His best known recent contribution has been the creation

and development of "cold waving" as practiced today throughout the world, both in the beauty salon and the home. United States patents covering this invention have been issued to him, as well as 33 foreign patents. Dr. McDonough is also the author of the book "Truth About Cosmetics" and many scientific and technical papers and has a number of patents covering various other inventions in the cosmetic field. He is an alumnus of Columbia University.

The award will be tendered at a dinner of the Society of Cosmetic Chemists in his honor on December 11, at the Biltmore Hotel, New York in conjunction with the annual meeting of the society.

Fritzche Building New Canadian Plant

Fritzche Brothers of Canada Ltd. suppliers of essential oils, aromatic chemicals and basic perfume and flavoring raw materials, will move shortly from its present location at 77-79 Jarvis Street to its new building now being erected at 81 Northline Road in the East York Industrial Center. The new plant is expected to be ready for occupancy well before the year's end.

Mala Rubinstein Visits West Coast, Holds Demonstrations

Mala Rubinstein, niece of Helena Rubinstein, and director of all Rubinstein salons in Chicago, New



Mala Rubinstein

York, Boston and Washington, D.C., presented a demonstration of her "Four Steps to Beauty in Five Minutes" routine at Bullock's Downtown store, Los Angeles, October 6-10, and at The Emporium, San Francisco, October 13-17. She also appeared on several radio and television women's programs in both cities. The visit marked her first to the West Coast since 1937. The demonstrations have been well attended wherever held.

NEWS ABOUT

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I. H. Budd Wins Ungerer & Co. President's Trophy

I. H. Budd, vice-president of Ungerer & Co., won the President's Trophy for having the lowest net score at the company's annual Columbus Day golf tournament, which was held at the Essex Fells Country Club, October 13. F. F. Dittrich, controller, was runner up.

Upon completion of the golf tournament, the players met at the "Chez Charles" Restaurant, in Totowa Boro, N.J. During the luncheon K. G. Voorhees, president and treasurer of Ungerer & Co., presented Budd with the President's Trophy, a sterling silver Revere bowl, which is awarded annually to the winner of the golf tournament.

This bowl bears engraved the names of the previous winners: W. A. Bush, secretary and general sales manager, who won the golf tournament in 1949; Roger Fardin, plant maintenance superintendent, the winner for the year 1950; and W. A. Bush, who again won in 1951.

Besides receiving temporary possession of the President's Trophy

Boschen, Sandburg Named to Controllers Institute Posts

Arthur L. Boschen, comptroller of the Vick Chemical Co., New York, was elected a regional vice-

president and director of the Controllers Institute at that organization's 21st annual meeting. Rudolph W. Sandburg, controller of the Andrew Jergens Co., Cincinnati, was chosen a director.



Rudolph W. Sandburg



Arthur L. Boschen

for a year, Budd will receive for his permanent possession a small replica of the Revere bowl.

Mary Chess Sponsors Retail Store Promotion

Mary Chess featured a special promotion at the Beauty Show Week of the Hudson Bay Co., Van-

couver, B.C., October 27 through November 1. Features included a lecture by Beverly Hills, Cal., Chess Shop manager Susan Shepard on Mary Chess and Fragrances, and a complimentary Custom-Made Lipstick for every woman who purchased a four-ounce bottle of Chess Toilet Water during that and the ensuing week.



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Dr. Alexander Farkas Establishes Industrial Perfumery Business

Dr. Alexander Farkas who has been associated as perfumer for some of the most prominent essential oil and perfumery houses in the United States and abroad has established Industrial Perfumery Laboratories. The new concern will specialize in the application of odors to industrial problems. Dr. Farkas will also act as a consultant to the perfumery, soap and flavor trades.

Sugar Quota Increased by 100,000 tons for 1952

The sugar quota has been increased for 1952 by 100,000 tons by the U. S. Dept. of Agriculture. This is virtually only a drop in the bucket intended to replenish current inventories of sugar which are at an all time low.

William Canaday Resumes Old Position with Lenthéric

William D. Canaday, for many years vice president and general sales manager of Lenthéric Inc. who resigned several years ago to serve as vice president of Peggy

Sage Inc. has resumed his old position as executive vice president and general sales manager of Lenthéric Inc. making his head-



William D. Canaday

quarters in the Lenthéric building, New York, N.Y. Mr. Canaday is an alumnus of Harvard University and is regarded as one of the best informed and one of the most enterprising executives in the trade.

CIBS Cocktail Party at Park Lane Hotel December 13

The Cosmetic Industry Buyers and Suppliers Assn. will hold its fifth annual cocktail party at the Park Lane Hotel, New York, December 13 at 4 P.M.

Francois Morel of Grasse, France on 22nd Visit to United States

Francois Morel, general manager of Lautier Fils, Grasse, France, and president of the American branch, Lautier Fils Inc., 321 Fifth Ave., New York, N. Y., accompanied by his nephew Eugene Morel and Charles Cottalorda, also of the firm of Lautier Fils, Grasse, France, arrived on the S.S. Mauretania on October 14 for his annual visit to America. This is Mr. Morel's 22nd trip to this country and over the years he has won a host of friends in the perfumery and allied trades here. Most of his time is being spent in conference with executives of the American branch but he is also renewing old friendships in the trade in this country. Mr. Morel is much interested in the development and progress of the perfumery industry in this country and is generally optimistic over the outlook.

Soap & Glycerine Producers Convention January 27-29

The Assn. of American Soap & Glycerine Producers will hold its 26th annual convention in the Waldorf-Astoria Hotel, New York, N. Y., January 27, 28 and 29.



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TORONTO	HAVANA	MEXICO CITY	
LONDON	PARIS		

Among Our Friends

D. R. LEISER, vice-president of Harry Holland & Son, has been ap-



D. R. Leiser

pointed to represent Whittaker, Clark & Daniels, Inc. in Michigan. He succeeds R. G. SMITH, who has been named executive salesman in New York City, assisting W. W. ROFF, vice-president of the firm.

DOUGLAS S. DODGE has joined the organization of Bertrand Freres, Inc., New York, in a sales capacity.

DANIEL J. EDELMAN, public relations director of the Toni Divi-

sion of the Gillette Co., is forming a new public relations agency to be known as Daniel J. Edelman and Associates, with offices in the Merchandise Mart, Chicago, Ill.

HAROLD HUTCHINS, publisher of *Drug and Cosmetic Newsletter*, has terminated his connection with JAMES S. TALBOTT of the Mid-Atlantic Publishing Co. as editorial consultant of the *Mid-Atlantic Pharmacist*.

LEE BRISTOL, president, Bristol-Myers Co., has accepted the chairmanship of the drug division in the 1952 Fund Raising Drive of the Travelers Aid Society of New York.

CHARLES H. GRIMM, for many years connected with the Felton Chemical Co., Inc., has resigned his position as manager of the Essential Oil Division. He will announce his new plans in the near future.

CHARLES A. HARRELSON, secretary-treasurer of Plough, Inc., has been elected a trustee of the Controllershship Foundation, research division of the Controllers Institute.

ROY TITUS, executive vice-president of Helena Rubinstein, Inc., and son of HELENA RUBINSTEIN, has just arrived in Sydney,



Roy Titus

Australia, to investigate sites for a factory in that city or in Melbourne. It was in Melbourne that his mother started with a modest one-room beauty salon. In addition to a three-week's visit to major Australian cities, Mr. Titus hopes to stop at New Zealand on his return to the U. S.

JOHN JASON has been appointed office manager of Jean Nate, Inc., replacing BERNARD LITTMAN.

PLYMOUTH CRYSTAL "E" WHITE OIL

This oil has been the standard for many of America's very oldest cream manufacturers since their origin. It is water-white and crystal-pure . . . odorless and tasteless . . . of U. S. P. Acid Test and free of fluorescence . . . especially refined for the cosmetic industry and as pure as a mineral oil can be made. Because of its extra lightness you should specify it for the soft, light, fluffy creams demanded today.

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Perfume Oils

Floraquae

Solidaromes

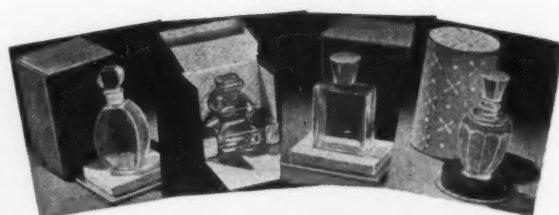


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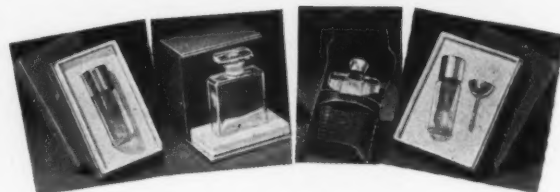


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VEEGUM is non-toxic, non-irritating, and inorganic. It is highly purified Colloidal Magnesium Aluminum Silicate. Use VEEGUM for improved suspension, emulsification, and thickening.

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POSITION _____

(Please attach to, or write on, your company letterhead)

WEST P. WOODBRIDGE, Jr., formerly assistant advertising manager for Lever Bros.' Pepsodent Di-



West P. Woodbridge, Jr.

vision, has been promoted to brand advertising manager for Pepsodent

WALTER W. LUECKE, formerly with the Liquinet Corp., has been appointed vice-president and sales development director, specializing in Aerosol packaged products, for the Chemi-Form Corp.

DR. GERALD J. LEUCK, has resigned as technical director of the Glyco Products Co., Inc. to enter the consulting field. He has been

and Shadow Wave. THOMAS S. MURPHY, new products manager, has been named brand advertising



Thomas S. Murphy

manager for Chlorodent and Rayve hair-care products.

appointed special research consultant for Glyco Products Co., Inc.

E. FERGUSON MALONEY has been appointed regional sales manager for the Wildroot Co. Inc. in Canada, with headquarters in Toronto.

STANLEY PARK, European manager of the George W. Luft Co.,

Long Island City, N. Y., and a director of the English branch, and his wife are staying in their hometown, East Orange, N. J.

FRANCOIS de LAIRE, general manager of Fabriques de Laire, Issy, France, arrived with Mrs. de Laire by Air France October 18 for his annual visit in New York. Mr. de Laire expects to remain in the United States for a month and anticipates the pleasure of greeting all of his old friends in the trade.

JACQUES MASSON, who is well known throughout the essential oil and cosmetic industries has become associated with Flamhaft Laboratories Inc. in an executive capacity. Mr. Masson was born and received his early education in France. As a boy he came to the United States where his education was completed at Wesleyan University from which he was graduated in 1938. The following year he entered the essential oil business in New York and has been connected with it ever since except for service in the Signal Corps and Quartermaster's Corps during World War II. He has traveled all over the United States and has won for himself a host of friends throughout the industry.

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JAMES DAY manager of fine chemical sales for the Dow Chemical Co. will join the executive staff of the company's New York office January 1. He joined the Dow Chemical Co. as a research chemist



James Day

after receiving his M.S. degree from the University of Michigan in 1936. Three years later he entered the general sales offices of the Dow Chemical Co. in Midland, Mich.

FERDINAND WEBER celebrated his sixtieth anniversary with George Lueders & Co. October 3. He was tendered a dinner at the Montauk Club by the officers

and directors of the company. EDWARD V. KILLEEN, who is a veteran of 62 years with the company, welcomed Mr. Weber into the sixty year category. The aggregate number of years of service of the nine present at the occasion totalled 355. Recognition of long service in the "Lueders family" is a policy that has created much good will for the company.

DUDLEY BROWNE has been elected a vice president of the American Home Products Corp., New York, N. Y.

GEORGE W. KAUFFMAN, president of the Kauffman-Lattimer Co., was elected president of the National Wholesale Druggists' Assn. at its annual convention. FRED M. TRUETT, president of the Southwestern Drug Corp., Dallas, Texas, was elected chairman of the board. Other officers elected were HERMAN C. NOLEN of McKesson & Robbins, Inc., 1st vice-president; JAMES E. ALLEN of The Henry B. Gilpin Co., Washington, D.C., 2nd vice-president; and as members of the board of control, for the three-year term, DALTON W. DALTON of McKesson & Robbins, Inc., Memphis, Tenn.; R. M. VLIET of The Fox

Vliet Drug Co., Oklahoma City, Okla.; and JOHN C. DAVIS III of Davis Bros., Inc., Denver, Col.

MISS ANNETTE GREEN has been appointed publicity director



Miss Annette Green

of Lenthier, Inc. She was formerly beauty editor of the NEA newspaper service. Before that, Miss Green was associated with MacFadden Publications, Richard Hudnut, and American Druggist.

J. WARD MAURER who was recently elected chairman of the board of the Assn. of National Advertisers is advertising manager of the Wildroot Co., Buffalo, N. Y.

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Market Report

Orange Oil Down, Glycerine Strong

THE trend in raw materials was irregular over the past month with a drop in several essential oils being offset by a hardening trend in vanilla beans, continued firmness in glycerine, and prospects of a rather substantial rise in some of the vegetable waxes, particularly carnauba.

Orange Oil Reduced

One of the major price developments in the essential oil market was a reduction in Exchange brand orange oil. Because of competitive conditions the article registered one of the sharpest declines in a long while. The reduction in cold-pressed oil of \$1 per pound represented the first change in the article since September, 1951. The last change in the distilled oil occurred back in March, 1951.

The reduction was announced by Fritzsche Brothers, Inc., and Dodge & Olcott, distributors for Sunkist Growers of California. Coldpressed oil produced by independent producers had been offered at as low as \$1.40 a pound prior to the price cut in Exchange oil, and much lower prices were being quoted on orange oil from Florida. Orange oil is among the most popular articles used for flavoring, going into confections, beverages, and household extracts. Further losses brought lemongrass oil to a new low level with only a very limited demand being reported here by dealers. Other oils displaying a soft tone included Formosan citronella, peppermint, Dalmatian sage, and patchouli.

Fresh Spearmint Oil Awaited

The time is about at hand when Japan should have fresh lots of spearmint oil available for export. Distillation of the new crop should now be underway. A few small lots were imported here early this year for the first time, and it is believed that thanks to the growing consumption of the oil and the prices paid, greater efforts will be made to increase production in

Japan. Domestic producers in the mid-west had very little carryover from last season and this year's production is largely under contract.

Both cassia and anise continued to display considerable strength. Supplies of cassia were at a considerably reduced level, and those dealers with limited amounts of anise oil were inclined to hold them for better prices in the continued absence of direct replacements. Added to the generally strong picture was the increase in demand.

Ginger and clove oils remained the strongest spots in the spice oil group. Only very small quantities of clove oil were being offered in the open market although demand for the article was good. With the cost of producing the oil up due to rising prices for the buds, there appears to be little possibility of an early return to more normal price levels. The supply of ginger was at a low level. Dealers were inclined to be very firm in their ideas regarding prices.

Ionones Plentiful

The weakness in lemongrass was reflected in citral, citronellol and the ionones. A wide range of prices were quoted on the ionones and indications are that in view of the turn of events in lemongrass these derivatives are likely to remain plentiful with future price developments working in favor of consumers.

Shipping prices for Ceylon citronella oil turned a shade firmer during the past month without having the slightest influence upon the local market. The supply situation was reported as very favorable particularly with respect to the Formosan variety. More than a year's supply of Formosan oil is being carried in this market with the hope that the low prices in Formosa will discourage production and that the market will again turn firmer.

Refined glycerin prices are ex-

pected to remain firm over the balance of the year. Some lots of crude material were sold at 24 cents a pound and in some quarters holders were asking as much as 25 cents for crude soap lye. Toward the close, however, the market fell back to 23 cents. With sizeable quantities of Argentine crude afloat, and domestic production increasing, trade factors are looking forward to a gradual easing in stocks between now and the end of the year.

There is a strong possibility the industry will go into a new year with stocks nearing the 50,000,000 pound mark. Close to 800 tons of Argentine crude glycerin are expected to arrive over the closing weeks of the year against earlier purchases made for October-December shipments. Glycerin stocks showed a further decline in August. At the close of the month 42,200,000 were on hand in contrast to 45,699,000 pounds at the end of July. Operational difficulties at one large plant were overcome and this is expected to bring the overall domestic output up to a higher level. August production reached 15,390,000 pounds as against 10,302,000 pounds in July.

Several advances took place in vanilla bean prices over the past month. The firmer trend to the market proved highly significant since it marked the first complete reversal in the trend for a long time. The rising prices were attributed to a sudden tightening in offerings from Madagascar where shippers decided that by holding stocks they should be able to obtain much better prices later on when the full effects of the coming short crop are felt. The hardening trend in the market was accompanied by a more active consumer demand. Mexican beans likewise firmed in sympathy with the upward trend in French beans.

Menthol prices dropped to a new low level including the synthetic material. September and October sales proved highly disappointing.

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1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, 48 West 38th St., New York 18, N.Y. Editor, William Lambert, 48 West 38th St., New York 18, N.Y. Managing editor, None. Business manager, Harland J. Wright, 48 West 38th St., New York 18, N.Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Moore Publishing Co., Inc., 48 West 38th St., New York 18, N.Y.; J. H. Moore, 48 West 38th St., New York 18, N.Y. (Majority and controlling stockholder); J. H. Moore, Jr., 48 West 38th St., New York 18, N.Y.; Gertrude A. Moore, Indian Head Point Road, Riverside, Conn.; H. O. Andrew, 48 West 38th St., New York 18, N.Y.; M. M. MacCollum, 48 West 38th St., New York 18, N.Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

J. H. MOORE
(Signature of publisher)

Sworn to and subscribed before me this 23rd day of September, 1952.

[SEAL]

ANNA L. HARTMANN.

(My commission expires March 30, 1953)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	2.85@	4.25	Java type	.45@	.80	Marjoram	3.40@	4.00
Sweet True	.55@	.90	Cloves, from buds	7.75@	8.50	Neroli—		
Apricot Kernel	.45@	.60	Leaf	3.00@	3.85	Haitian	90.00@	110.00
Amyris	1.80@	2.15	Copaiba	2.00@	2.35	French	220.00@	250.00
Angelica Root	90.00@	125.00	Coriander	23.50@	26.00	Nutmeg, East Indies	3.45@	4.00
Anise, U.S.P.	2.35@	2.50	Croton	4.50@	5.25	Ocotea Cymbarum	.70@	.85
Avocado	1.00@	Nom'l	Cumin	4.95@	5.80	Olibanum	5.60@	7.40
Bay	1.55@	2.10	Dill—			Opopanax	45.00@	48.00
Bergamot	14.00@	16.00	Weed	3.50@	4.10	Orange, Florida	1.00@	1.75
Artificial	3.00@	4.25	Seed, Indian	3.65@	4.00	Brazilian	1.50	Nom'l
Birchtar, crude	1.50@	1.65	Erigeron	6.50@	7.00	Calif., exp.	1.30@	1.75
Birchtar, rectified	2.70@	3.00	Eucalyptus 80-85%	1.10@	1.45	Distilled	.80@	
Boise de Rose	4.00@	4.50	70-75%	.90@	1.30	Origanum	2.10@	3.00
Cajeput U.S.P.	2.25@	3.00	Fennel, Sweet	2.45@	3.00	Orris Root, concrete (oz.)	7.00@	10.00
Cajeput (technical)	2.00@	2.50	Garlic (oz.)	7.75@	8.75	Concrete, extra	10.50@	15.00
Calamus	15.00@	25.00	Grapefruit	2.65@	2.85	Patchouli	7.00@	10.00
Camphor "White"	.30@	.50	Geranium, Rose, Algerian	12.75@	25.00	Pennyroyal, Amer.	4.10	Nom'l
Cananga, native	9.00@	10.15	Bourbon	12.85@	17.25	European	2.25@	3.75
Rectified	11.00@	12.50	Turkish	7.00@	7.75	Peppermint natural	6.00@	6.40
Caraway	3.75@	4.80	Ginger	15.00@	16.75	Redistilled	6.50@	6.85
Cardamon	50.00@	62.50	Guaiac (Wood)	1.65@	2.00	Petitgrain	2.45@	3.00
Cascarilla	35.00@	40.00	Hemlock	2.15@	2.75	Pimento, Berry	4.80@	5.50
Cassia, rectified, U.S.P.	5.25@	6.50	Juniper Berry	2.55@	2.75	Leaf	2.45@	2.80
Cedar leaf U.S.P.	2.35@	3.00	Laurel leaf	10.00@	12.00	Pinus Sylvestris	2.50@	3.00
Cedar Wood	.55@	.70	Lavandin	3.00@	4.00	Pumilio	3.15@	4.00
Celery	16.50@	20.00	Lavender, French 40-42%	6.25@	7.75	Rose, Bulgaria (oz.)	58.00@	72.50
Chamomile Hungarian	255.00@	300.00	Spike	1.50@	2.25	Synthetic, lb.	30.00@	35.00
Cinnamon oil, Bark	26.00@	45.00	Lemon, Calif.	6.00@	6.30	Rosemary, Spanish	.65@	1.00
Leaf	2.10@	3.10	Italian	5.90@	10.25	Sage, Spanish	1.00@	1.50
Citronella, Ceylon	.55@	.90	Lemongrass	.95@	1.50	Sage, Dalmatian	8.50@	10.00
Java	1.10@	1.25	Limes, distilled	6.75@	8.25	Sandalwood, N. F.	9.50@	10.85
			Expressed	7.50@	9.25	Sassafras—		
			Linaloe wood	3.85@	4.20	Artificial	.65@	.85
			Lovage (oz.)	10.00@	12.00	Snake root	31.00@	35.00
			Mace	3.55@	4.25	Spearmint	8.15@	8.80

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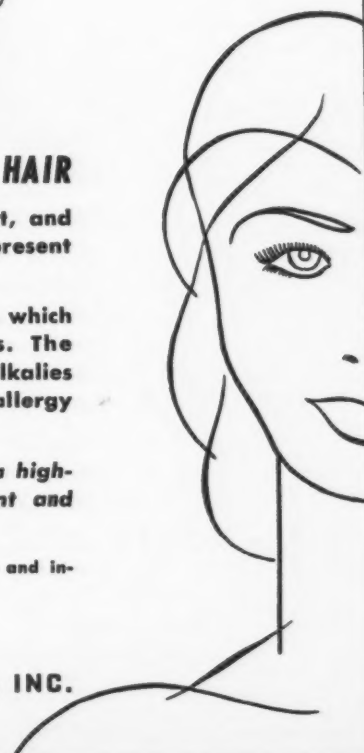
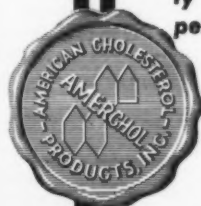
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Spruce	2.25@	2.75
Sweet birch Southern	2.25@	3.00
Northern	4.95@	8.00
Tansy	8.35@	9.00
Thyme, red	2.00@	2.65
White	2.35@	2.90
Valarian, extra	75.00@	88.00
Vetiver—		
Bourbon	22.25@	28.00
Haitian	18.00@	25.75
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	5.85@	13.50
Wormseed	8.50@	10.00
Wormwood	5.75@	6.85
Ylang Ylang, Bourbon	18.00@	25.00
Haitian	12.85	Nom'l

TERPENELESS OILS

Bay	3.00@	3.60
Bergamot	20.00@	22.00
Grapefruit	50.00@	75.00
Lavender	11.00@	15.00
Lemon	53.70@	60.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	140.00@	160.00
Peppermint	15.25@	16.00
Petitgrain	5.25@	6.10
Spearmint	12.50@	14.25

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.40@	2.75
Aldehyde C 8	9.00@	11.00
C 9	16.75@	17.10
C 10	7.30@	7.75
C 11	18.60@	20.00
C 12	15.00@	15.75
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.05@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate90@	1.00
Amyl Valerate	2.10@	2.40
Anethol	1.35@	2.00
Anisic Aldehyde	2.65@	2.95
Anisyl Acetate	6.00@	6.75
Benzyl Acetate75@	.85
Benzyl Alcohol78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
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Butyl Acetate, normal	14 3/4@	15 1/2
Cinnamic Alcohol	2.75@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinamyl Acetate	3.75@	4.50
Citral, C. P.	3.50@	4.10
Citronellol	2.10@	2.55
Citronellyl Acetate	2.65@	3.20
Citronellyl Butyrate	4.50@	5.10
Coumarin	2.75@	3.25
Cuminic Aldehyde	5.50@	6.00
Cyclonol	2.85@	3.15
Diethylphthalate45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide60@	.75
Ethyl Acetate30@	.35
Ethyl Benzoate85@	.90
Ethyl Butyrate85@	.95

Ethyl Capronate	2.00@	2.63
Ethyl Cinnamate	2.50@	2.80
Ethyl Formate70@	.80
Ethyl phenylacetate	1.20@	1.35
Ethyl Propionate90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.70@	2.00
Eugenol	2.90@	3.50
Geraniol, dom.	1.25@	2.25
Geranyl Acetate	1.70@	2.15
Geranyl Butyrate	4.50@	5.00
Geranyl Formate	4.65@	4.95
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.60@	4.00
Hydrotropic Aldehyde	6.00@	6.35
Hydroxycitronellal	6.25@	6.90
Indol, C. P.	19.00@	19.50
Iso-borneol	1.65@	1.80
Iso-butyl Acetate85@	1.50
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.80
Linalool	6.50@	7.00
Linalyl, Acetate 90%	6.25@	6.55
65-70%	4.85@	5.25
Linalyl Formate	12.25@	13.00
Linalyl Propionate	11.00@	11.55
Menthol—		
Brazilian	5.50@	5.65
Japanese	6.90@	7.15
Synthetic	5.35@	5.50
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate60@	2.25
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	5.55@	6.20
Methyl Heptene Carbonate	35.00@	40.00
Methyl Naphthyl Ketone	3.30@	3.65
Methyl Phenylacetate	1.10@	1.75
Methyl Salicylate50@	.65
Musk Ambrette	5.60@	5.70
Ketone	5.35@	5.60
Xylene	1.75@	1.90
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.10@	2.75
Paracresyl Phenyl-acetate	4.60@	5.20
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.70@	2.00
Phenylethyl Alcohol	1.75@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.80@	6.10
Phenylpropyl Acetate	3.40@	4.20
Phenylpropyl Alcohol	2.70@	3.20
Safrol	1.00@	1.35
Scatol (oz.)	2.65@	3.40
Styrollyl Acetate	1.75@	2.50
Thymol, crystals	3.30@	3.40
Vanillin (clove oil)	6.75@	7.25
(guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

BEANS

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Bourbon	3.65@	3.80
Mexican, cut	3.50@	3.65
Mexican, whole	3.85@	4.00
Tahiti	3.25@	3.40
Tonka Beans Surinam	1.10@	1.35
Angostura	1.75@	1.80

SUNDRIES AND DRUGS

Acetone	10 1/4@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.25@	1.55
Canada fir, gal.	32.50@	34.00
Peru	1.35@	2.00
Beeswax, bleached, pure		
U. S. P.70@	.75
Yellow, refined60@	.65

Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, Phosphate08@	.08 3/4
Phosphate, tri-basic06 3/4@	.07 1/4
Camphor, pwd., domestic60@	.62
Castoreum, nat., cans	7.00@	10.00
Cetyl, Alcohol Extra	1.32@	1.37
Chalk, precip. bags, clts02 3/4@	.03
Cherry Laurel Water, jug, gal.	1.25	Nom'l
Citric Acid	28 1/2@	.29 1/2
Civet, ounce	4.25@	7.80
Cocoa butter, milk68 1/2@	.69 1/2
Cyclohexanol (Hexalin)30@	.32
Dextrine, white, cwt.	8.68@	8.83
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	34 1/2@	.34 3/4
Soap lye, crude23@	.25
Gum Arabic, pwd.18@	.20
Amber15 1/2@	.16 3/4
Gum Benzoin, Siam	3.50@	3.85
Sumatra38@	.45
Gum Galbanum80@	.95
Gum Karaya, pwd.	24 1/2@	.40
Gum Myrrh30@	.37
Henna, pwd.23@	.29
Kaolin05@	.07
Labdanum	4.10@	5.20
Lanolin, hydrous36@	.39
Anhydrous36@	.38
Magnesium, carbonate	11 1/4@	.14
Stearate38@	.42
Musk, ounce	40.00@	50.00
Olibanum, tears20@	.25
Siftings16@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian20@	.26
Paraffin06 3/8@	.07 1/8
Peroxide (hydrogen U. S. P.)		
bbls.03 3/4@	.05
Petrolatum, white06 3/8@	.08 3/8
Quince Seed90@	1.50
Rice Starch11@	.14
Rose flowers, pale60@	.65
Rose Water, jug (gal.) ...	1.50@	2.00
Rosin, M. per cwt.	8.35@	8.50
Salicylic Acid46@	.52
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works, 100 pounds	1.10@	1.40
Sodium Carb.		
58° light, 100 pounds ..	1.60@	4.62
Hydroxide, 76% solid, 100 pounds	3.35@	4.55
Spermaceti34@	.37
Styrax	1.50@	1.85
Tartaric Acid40@	.44 1/2
Tragacanth, No. 1	3.00@	3.30
Triethanolamine	2.64@	.27 1/4
Violet Flowers	1.85	Nom'l
Zinc stearate, U.S.P.37@	.39
Oxide, U.S.P.18@	.19

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Castor, refined, drums ...	28 1/2@	.29
Coconut, crude, Atlantic ports, tanks	13 3/4@	.14
Double distilled, drums	20 1/2@	.21 1/4
Corn, crude, Midwest, mill, tanks	14 1/2@	.15
Corn Oil, refined, tanks ..	17 1/2@	.18
Cottonseed, crude tanks ..	13 3/4@	.14
Grease, white05 7/8@	.06
Lard, Chicago09	Nom'l
Lard, Oil, common, No. 1 drums	10 1/2@	.12 1/4
Olive, edible (gal.)	2.40@	2.50
Peanut, crude tanks18@	.18 3/4
Peanut, refined tanks21 3/4@	.22
Red Oil, single distilled drums	13 1/4@	.15
Double distilled16@	.17 1/4
Stearic Acid		
Triple Pressed	14 1/4@	.15
Double Pressed12@	.13 1/4
Tallow, acidless, drums ..	.09 3/4@	.10 1/4
Tallow, extra05 1/4@	.05 3/4

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